

SOUTHERN TEXTILE BULLETIN

VOL. 43

CHARLOTTE, N. C., SEPTEMBER 15, 1932

No. 3

The South's Most Widely Read Textile Journal Will Feature the
South's Greatest Textile Event in the

EXPOSITION NUMBER OCTOBER 13th

The Logical Medium Through Which to Direct a Message to Your
Prospects and Customers in the Southern States

*Timed to reach subscribers just two or three days in advance of the opening
of the Southern Textile Exposition and will be distributed from our booth
during the entire week.*

This is an Exposition for SOUTHERN mill men and the SOUTHERN
TEXTILE BULLETIN is the ONLY Textile Journal with all of its paid
circulation concentrated in the SOUTH. By using this journal in connection
with this event you therefore do not have to buy any waste circulation, and
Southern Textile Bulletin rates are the lowest in the field.

The Exposition Numbers of the Southern Textile Bulletin have always been
regarded as the outstanding and authoritative publication featuring this
event, and, as usual, the officials and operating executives of Southern Mills
will depend upon the BULLETIN to give them a complete and compre-
hensive forecast of what they will see at Greenville.

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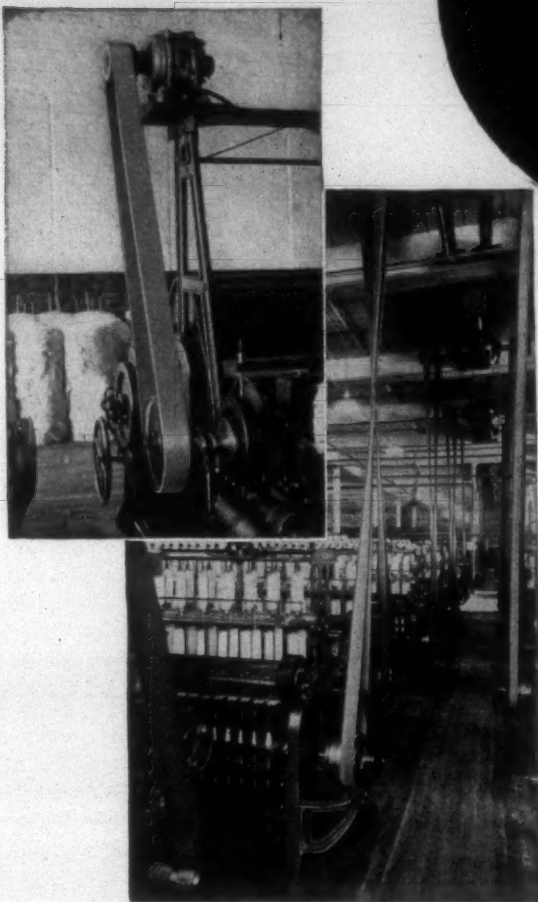
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SOUTHERN TEXTILE BULLETIN

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CHARLOTTE, N. C., SEPTEMBER 15, 1932

No. 3

The Cotton Outlook

THE following comment on the cotton situation is from Bond, McEnany & Co.:

The cotton crop report issued by the Department of Agriculture September 8 took the generality of the trade hardly less by surprise than had the August report, though for the opposite reason. According to the Crop Reporting Board the condition of the crop on September 1 indicated a total yield of American cotton this year of 11,310,000 bales of 500 pounds gross weight (478.6 pounds net weight), or 4,000 bales more than was indicated a month ago. The majority of the trade, relying upon continuous reports throughout August of severe plant deterioration and heavy weevil damage over the central and eastern sections of the cotton belt, had arrived at the conclusion that the official crop estimate for September 1 would probably show a decrease of several hundred thousand bales from the 11,306,000 bales forecast a month earlier, and that this would have the effect of encouraging continued buying by spinners and speculative investors alike at a gradually rising price level. Naturally, the sudden disappointment of this rather confident expectation at once induced heavy selling in the futures markets from all sorts of sources, and prices declined violently to the extent of about $1\frac{1}{4}$ cents from the level obtaining just before the official estimate was made public, and to the extent of almost $1\frac{3}{4}$ cents from the highest point touched during August.

Examination of the Department of Agriculture's figures by States, as well as of its supplementary statement, shows that the trade was not deceived in believing that the crop suffered substantial deterioration over a large part of the belt during August, its error lying in not allowing sufficiently for the at least temporary improvement of the crop in Texas and Oklahoma resulting from the abundant rains which visited the greater part of those States in mid-August. In consequence of that improvement the present estimate for Texas is 4,092,000 bales, against 3,826,000 bales a month ago; and the present estimate for Oklahoma is 928,000 bales, against 776,000 bales on August 1. The combined gain for the two States is therefore 418,000 bales. All the other principal producing States show losses in indicated yield from August 1 to September 1, the aggregate amount of these losses almost exactly offsetting the increases in Texas and Oklahoma. It should perhaps be added that the present report puts the indicated average yield per acre for the belt as a whole at a slightly lower figure than was estimated a month ago, namely, 147.8 pounds of lint, against 149.6 pounds. This decrease, however, is more than counterbalanced by the Crop Reporting Board's finding that the acreage abandonment now in prospect for the current season is only 1.8 per cent of the area planted (leaving the area remaining for harvest 36,611,000

acres), whereas in the preparation of the August 1 report it was provisionally assumed that the abandonment would equal the average of the past ten years, i.e., 3.1 per cent. Finally, it may be observed as a minor detail that the average condition of the crop as a whole on September 1 this year is estimated by the Crop Reporting Board as 56.6 per cent of "a normal," as compared with an average condition of 68 per cent for last year's crop on the same date and with an average September 1 condition of 55.1 per cent for the ten-year period 1921-1930. As is well known, however, present-day scientifically developed crop estimating relies much less than was formerly the case upon the computation of a general "condition" percentage for a given crop on a given date, the effort now being to assess the probable long-run effect of crop influences and developments—e.g., boll weevil infestation, high or low fertilization, etc.—which come more and more into play as the season progresses.

While the present official forecast of 11,310,000 bales is of course by no means definitive with respect to the ultimate size of the American crop of 1932-1933, a material lessening of the yield being still clearly possible in consequence of early frosts or unfavorable weather during the Fall, especially in those parts of Texas and Oklahoma where the plants were revived by the August rains, nevertheless it is useful to give tentative consideration to the statistical situation for American cotton which would result from the complete realization of the forecast in the event. In that case the world's total supply of American cotton for the season of 1932-1933 would be slightly in excess of 24,500,000 running bales, as compared with a total supply of not quite 26,000,000 bales for 1932-1932. It is known, however, that the Federal Farm Board and the cotton co-operative associations, financially fortified by a \$50,000,000 loan from the Reconstruction Finance Corporation, have arranged to hold off the market a large quantity of cotton until after the end of the present season. Just how large this quantity is cannot be stated with certainty since the figures so far given out are somewhat indefinite and obscure; yet a fairly safe estimate would appear to be from 2,500,000 to 2,750,000 bales in the aggregate. As a rough estimate, then, the prospective total supply of American cotton available for the world's markets in 1932-1933 stands at present at a figure not far from 22,000,000 bales. From this supply (or from a smaller supply if the actual crop outturn falls below the current official forecast) will be derived whatever American cotton the world's mills will consume in 1932-1933, and the residue will both provide the necessary mill stocks the world over (normally at least 2,000,000 bales) and serve as a commercial reserve enabling manufacturers and distributors of goods every-

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How to Increase the Efficiency of Textile Mill Boilers

BY W. F. SCHAPHORST, M.E.

TEXTILE mill engineers are now asking, "How can we save more money? Where are we wasting money that can be saved profitably?"

In reply, let me ask one: "Are your boilers baffled as shown in Figures 1, 3, or 5? If so, at least 3 per cent of the annual fuel bill can be saved by changing the baffling to the modern designs shown in Figs 2, 4, and 6.

If you are dissatisfied with your present boilers it may not be necessary to scrap them and install new ones at a cost of many thousands of dollars. Very often the same results or even better results are obtained by the simple process of improving the baffling of the old boilers.

I have results of tests before me—actual tests on a small water tube boiler of a little more than 100 H.P. Before improving the boiler by means of up-to-date expansion joint baffles the temperature of the gases leaving the boiler was too high and the CO₂ was too low. After installing the baffles the temperature of the gases was reduced 50 degrees F. and the CO₂ was increased four per cent. The net result was an increase of boiler efficiency of nearly 20 per cent! Just think of that! Do

reason the third pass should not be as large in volume as the second pass. In these respects, Fig. 1 is roughly all right but it is not correct like Fig. 2.

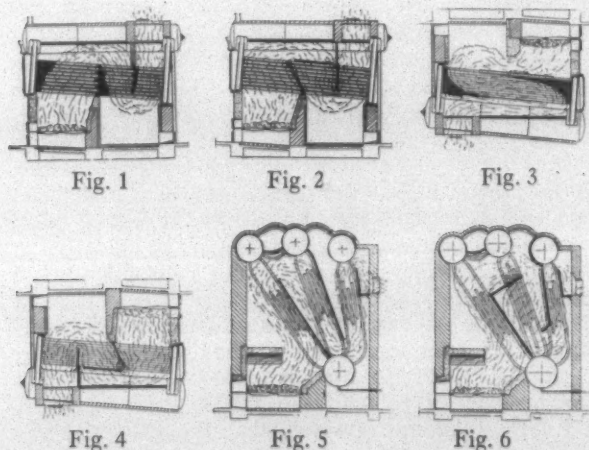
In the early days bricks were moulded to fit into the spaces between the tubes, but of course the bricks were more or less loose and there was considerable leakage of gas. About 15 years ago plastic was first introduced for boiler baffling which permitted the sloping construction shown in Figs. 2, 4, and 6. This angular or tapered baffling is now used all over the world. The shaded areas, Fig. 1, show what engineers call "dead regions" and show clearly why sloping baffle walls have been universally adopted. The unshaded area shows how the gas decreases in volume as it passes through the boiler. In other words, properly designed angular baffling gives a uniform gas velocity during the entire travel of the gases through the boiler. When the gases are hottest (in the furnace) they occupy a greater volume than they do after they have been cooled by passing through the boiler. That is why greater volume is required in the first pass than in the last pass. It is obvious that as the gases progress through the boiler and become cooler there is a gradual reduction in volume. Therefore by tapering the passage as is the accepted practice today the reduction in volume is cared for. Constant gas velocity is maintained throughout. Every square foot of tube surface is "active," as it should be.

Next let us consider the horizontal water tube boiler equipped with horizontal baffles, Fig. 3. Approximately 25 per cent of the tube surface is inactive, as shown by the shaded sections. The efficiency of this type of boiler is obviously increased by the use of modern tapered cross baffles as shown in Fig. 4. All leading manufacturers of horizontal water tube boilers now concede that cross baffling is superior to horizontal baffling. All of them have adopted cross baffling. The fact that horizontal baffling has been abandoned surely is proof that it was inferior to the modern cross baffling illustrated in Figs. 2 and 4.

Vertical boilers, also, can be improved. Fig. 5 shows a Stirling type boiler equipped with old-fashioned tile baffles. Compare it with Fig. 6 which shows modern cross baffle construction. The direction of the flow of gases is changed from parallel to cross flow which gives us materially increased efficiency for the same reason that cross flow in horizontal water tube boilers is more efficient than parallel flow. Parallel flow has not yet been abandoned by manufacturers of all vertical type water tube boilers but it is logical that the cross flow method pictured in Fig. 6 will eventually supersede the old method. Higher efficiency and less draft drop will compel its adoption.

Some boiler operators seem to believe that modern baffle walls are applicable only to new boilers. They think that their present boilers are too old to be modernized. There is no reason why an old boiler when properly baffled and cleaned should not be as efficient as a new boiler. Even a new boiler, unless it is properly baffled and cleaned, may be less efficient than an old

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you suppose they would have done better, or even as well, by throwing out the boiler and installing a new one?

Twenty years ago boilers were baffled as shown in Fig. 1. The ordinary flame plate type of baffling was used then. The shaded areas indicate tube surface that was not effective. The correct method of baffling the same boiler with 100 per cent of the tube surface effective is shown in Fig. 2.

A study of Fig. 1 shows that the first pass was larger in volume than the second pass which, so far as it went, was correct in design because the gases leaving the grates are at maximum temperature and consequently they occupy maximum volume. During the process of passing through the bank of boiler tubes, the temperature of the gas reduces and simultaneously the volume of gas reduces. Consequently the second pass should not be as large in volume as the first pass. And for the same

Cotton Goods Statistics Break Record

Two records were broken in the statistical reports of production, billings and sales of carded cotton cloths during the month of August, which were made public by the Association of Cotton Textile Merchants of New York. The lowest figure for mill stocks ever recorded since comparable statistics became available in January, 1928, is combined with the largest sales for any month.

Stocks on August 31 had declined to 209,407,000 yards, a reduction of 25.5 per cent during the month. The previous low record was 239,654,000 yards at the end of February, 1932.

Production during August amounted to 180,781,000 yards, or at the rate of 45,195,000 yards weekly. Billings were 252,623,000 yards, or 139.7 per cent of production during the period.

Sales reached the total of 510,531,000 yards, or 282.4 per cent of production during the month. Unfilled orders increased 113.1 per cent to 485,860,000 yards. This figure has not been equalled in any month since March, 1929.

These statistics are compiled from data supplied by twenty-three groups of manufacturers and selling agents reporting to the Association of Cotton Textile Merchants of New York and the Cotton-Textile Institute, Inc. These groups report on more than 300 classifications or constructions of carded cotton cloths and represent the major portion of the production of these fabrics in the United States.

Crop Estimate 11,310,000 Bales

Washington.—A 1932 cotton crop of 11,310,000 bales was forecast last Thursday for the United States by the Department of Agriculture's Crop Reporting Board, based upon conditions of September 1.

This represented little change from the total of 11,306,000 as forecast last month. The production in 1931 amounted to 17,096,000.

The Bensus Bureau placed ginnings to September 1 at 865,232 running bales, and the condition as of September 1 at 56.6 per cent of normal.

On September 1, of last year, the condition was 68 per cent of normal and the ten-year average, from 1921 to 1930, was 55.1 per cent.

"The yield per acre indicated by condition, with allowance for prospective weevil damage, was 147.8 pounds," the board reported, "compared with 149.6 pounds indicated on August 1. The decline in prospective yield per acre during the month was entirely offset by the fact that abandonment of acreage is estimated to be somewhat below average.

"In the August 1 report, the Crop Reporting Board used the ten-year average of 3.1 per cent abandonment; in the September 1 report, the board used the abandonment of 1.8 per cent, indicated by the reports made by crop correspondents as of September 1. The acreage remaining for harvest is estimated at 36,611,000, compared with 40,693,000 acres harvested in 1931.

"During August prospects declined in practically all States in the eastern and central portions of the belt, where weevils have been quite active and weather conditions were mostly favorable to the crop. The forecasts for Texas and Oklahoma are considerably above the forecasts of August 1, due largely to favorable moisture conditions in the western portion of these States."

The condition of the crop on September 1 was 56.6 per cent of a normal, as compared with 65.6 per cent a

month ago, 68.0 per cent a year ago and 55.1 per cent, the ten-year, September 1 average.

The preliminary estimate of acreage remaining September 1 for picking is placed at 36,611,000 acres, an abandonment of 1.8 per cent since July 1 when 37,200,000 acres were in cultivation, comparing with an average abandonment of 3.1 per cent in the last ten years and 40,495,000 acres picked last year.

Cotton of this year's growth ginned prior to September 1 was reported to have totalled 865,232 running bales, compared with 565,753 bales a year ago and 1,879,919 bales two years ago.

Round bales included numbered 16,179, compared with 10,130 a year ago and 43,391 two years ago.

Cotton Goods Sales Again Large

"Sales for the week were again very large and for two hours Saturday morning prior to the Government report trading was probably the most active we have experienced since the upward movement began. In looking over our sales record we find that the past six weeks are the second largest of any similar consecutive period in our history. Purchases covered practically all lines and constructions and the goods were well distributed. Of course, the most important feature during the last three days was the large purchases of standard print cloths," Hunter Manufacturing and Commission Company reports.

"Due to the decline in cotton following the Government report, there has since been considerable slowing down in the activity but mills are now in a comfortable position as regards sales and we do not, therefore, look for pressure to sell goods. The foundation which all have been hoping for has pretty well been built and already many constructions are actually scarce. We are furthermore encouraged by what has been accomplished in establishing in the various fabrics a better relative price basis. In discussing the effect of the decline in cotton on the market with one of our important customers, he expressed the opinion that the drop in cotton would probably have a most wholesome result, as he feared that further advances might lift many goods out of the present retail range of prices, which would slow down sales.

"Since the low point in June there has been a tremendous increase in the purchasing power of the country. It is estimated that the value of hogs has gained 175 million dollars in twelve weeks and, taking into consideration Saturday's decline, cotton has increased in value approximately 350 million dollars. Deposits in savings banks have risen some 700 million dollars in the last year, while the value of all securities in the United States has increased some 10 billion dollars in the last eight weeks and a large amount of so-called hoarded money will undoubtedly gradually flow back as sentiment continues to improve. While the price of wheat has not advanced in line with some other commodities, we have been surprised by the volume of business that has come from the wheat raising sections, particularly from the Dakotas. Our information is that the cost of wheat, like cotton, was extremely low and that considerable funds will be available there for clothing, etc.

"Notwithstanding the very large volume which has been placed, we can still see many places where merchandise will be needed. Perhaps the most important purchaser will be the Red Cross and, if their estimates result in actual purchases, an acute shortage will develop on many constructions."

Dust Has Marked Effect on Health of Industrial Workers

BY H. L. SIEVER

IN a recent lecture at Houston, Texas, Dr. Allen C. Hutcheson, City Health Officer of that place, had the following to say of dust:

"Dust can never be for very long out of our thoughts or out of our eyes. It bears an important relation to fogs and rain. It causes our colorful sunsets. The air is never free from it. Volcanic dust has been found thousands of miles from its source. Pollen from Alaska has been carried far into this country. To the housewife, dust is a continual problem. The painter must make special provisions to keep it out.

"From the health point of view, the elimination of dust is also very important, especially in its effects on industrial workers. In some cases, dust created in manufacturing processes is definitely poisonous. For instance, lead dust in storage battery plants, potteries and other industries. There are also other poisonous varieties.

"It is desired to call attention to the other aspects of dust in its relation to health—the breathing in by the worker of large amounts of fine particles not in themselves poisonous. If the dust is of sufficient fineness (much too small to see with the naked eye) some of it will get into the lungs. Dust containing free silica has been found to have a very injurious effect, producing 'Silicosis.'

"The body can protect itself from a great deal of dust, but not all of it. Small hairs, which line the nasal passages and specialized cells of the bronchial tubes intercept some of the dust particles before they reach the lungs. In the various industries all kinds of dust are encountered; organic dusts, such as animal and vegetable fibres are found in the textile trades; in flour milling; in sawmills and other industries. Inorganic dusts which include calcium, silica and other minerals are found in cement making and in many other trades. The harmful effect of breathing in large amounts of dust depends on its character, the amount inhaled and the length of time the worker is exposed."

Perhaps the greatest hazard from dust is encountered in coal mines, cement plants, potteries and particularly the textile mills. The dust problem in cotton mills has long been a menace to the workers' health. Probably more so than in coal mines or cement plants, because the dust in cotton is not confined to any particular kind. The character of dust in a cotton mill depends to some extent on the grade of staple used. The bulk of textile products is made in mills using the lower or short grades of cotton, card strips, floor sweeps and other waste fibre into which is concentrated the greatest amount of dust.

Raw cotton is gathered from the fields in various parts of the country. It is all picked by hand and contains many kinds of dust and dirt, depending on the nature of the soil of many different localities. Special machinery is used to clean the cotton and remove the trash before it is carded and spun into yarn. The trash consists of short fibres, motes, leaf and other forms of vegetable matter. The largest portion removed by weight consists of various mineral dusts from the soil. It is present in a bale of cotton from invisible particles up to

grains of sand. This grit consists of silica, calcium and iron oxides. Much of it is carried about the mills with the short fibres called "Fly." It is abundant in the picker rooms, card rooms and spinning rooms.

The elimination of the dust hazard in the average industry is primarily a ventilating problem, but a cotton mill is deprived of this privilege, due to their manufacturing conditions. The atmosphere inside the mills must be kept in a certain humid condition. For this purpose, artificial means or humidifiers are used to saturate the air with moisture. The idea is to maintain a normal amount of moisture in the cotton, especially in this true inland or in a hot climate; otherwise the fibres are difficult to control. They become dry, flare out and soon break into short fibres or fly. The windows and doors are closed, to a great extent, as much ventilation would disturb this condition and therefore interrupt manufacturing. In spite of these conditions, the dust and short fibres are found floating in the air, everywhere about the room. It settles on the ceilings, machinery walls, etc. It requires constant cleaning daily, while an entire cleaning down of the rooms is imperative every few days. Besides being a detriment to health, the lint problem interferes with manufacturing, because it falls from the ceilings, belts and overhead fixtures into the spinning and forms 'slugs' which make for bad places in the yarn, uneven spinning and increase end breakage. The migration of dust fills the motors, humidifiers and other machinery which must be blown out with compressed air. All operators are exposed and none are immune from this dust laden atmosphere.

During the past few years, blowing systems have been introduced, using forced air. They are not designed, however, to help the dust evil, but to keep it from the spinning machines in order to obtain better yarn. The total amount of lint and dust remaining in the rooms just the same.

Probably the most effective innovation in the textile industry in recent years is the spraying process. It consists of spraying a small percentage of an oily material on to the fibres. According to reports from many mills and from textile papers covering the industry, this process reduces the dust and lint from 50 to 70 per cent. It is claimed that the manufacturing facilities are much better and the health and sanitary environment greatly improved. While this is incidental, the primary object of the process is to impart additional pliability to the cotton fibres. The material used is prepared to straighten the fibre, remove the kinky nature and assist it through the cotton mill machinery. For this reason, it is said the process saves considerable good cotton that is usually an invisible loss to the mill.

Cotton is usually opened in a building located some distance from the mill. It is conveyed to the mill through a round metal pipe, about fourteen inches in diameter. A strong suction of air is maintained to draft or blow the cotton through the pipes into the mill. The functioning of this cleaning system is to some extent

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The Cotton Outlook

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where to operate under by no means impossible conditions of rapidly expanding business and rising prices, while at the same time affording speculative investors and traders an opportunity for their activities.

What the world's consumption of American cotton in 1932-1933 will prove to be cannot yet be foretold with any degree of certainty. Last year, according to the best statistical opinion, the consumption would appear to have been not far from 12,400,000 bales; although the figure just given out by the International Spinners' Federation is only 12,142,000 bales. In some quarters a disposition has lately been evinced to make the probable consumption this year somewhat lower than it was last year, on the ground that better crops in India and China will reduce the substitution of American for other growths which assumed large proportions in 1932-1932. On the other hand, it can scarcely be doubted that a continuation of the recovery of business in this country and Europe which has manifested itself in the last two months would quickly result in a sharp increase of the rate of consumption of American cotton, since there is no reason for thinking that the supply of other growths, though perhaps somewhat larger than it was last year, will more than suffice for the normal needs of the mills consuming those growths. As has been pointed out in this Digest more than once, the world's stocks of cotton goods have been depleted during the depression almost to the vanishing points, and even the beginning of the replenishment of those stocks in anticipation of a more prosperous business era must be quickly reflected by a corresponding increase of the use of American cotton, the only variety available in really abundant supply. In other words, given the substantiality and permanence of the financial and economic recovery now in progress, the world's consumption of American cotton in 1932-1933 is quite as likely to be 15,000,000 bales or more as it is to be 12,000,000 bales or less.

In conclusion, attention may well be called to a fact which in the not distant future may easily prove to be of very great importance from a cotton price standpoint. This fact is that at the price level obtaining since the publication of the Department of Agriculture's latest crop

forecast the gross return which the Southern farmers would receive for the 1932 crop of 11,310,000 bales would actually be over \$50,000,000 less than the pitiful return they obtained from their 1931 crop of 17,000,000 bales. The inference is plain that if present prices persist through the marketing season the farmers will have virtually no money at all wherewith to buy fertilizers or seed, replace worn out farm machinery and mules, or hire labor for the crop of 1933.

More Cotton Used for Wrapping Textiles

New impetus to the growing use of cotton baling as covering for shipments of yarns and piece goods is anticipated from the announcement that all common carriers have sanctioned this use of cotton under the same rate classifications as other baling materials. On and after September 20, 1932, according to the Cotton-Textile Institute, New York City, railroads in all parts of the United States will accept at the usual rates shipments baled in cotton for delivery to any destination on their lines. This arrangement by all roads completes the initial action taken by various leading carriers after tests had demonstrated cotton's success as a baling material.

Under the revisions effective on all roads in September, bales and rolls of cotton yarn and cotton piece goods will be acceptable for freight shipment to any point in the country when covered with 8-ounce cotton cloth alone, or with 3½ to 4½-ounce cotton cloth when reinforced by an inner wrap of paper. A number of mills have been making shipments in cotton baling since the latter part of 1931 over Southern lines which had given approval to cotton. In that connection an official of the Southern Railway System has informed the Institute that some mills are now forwarding from 40 to 75 per cent of their shipments in cotton baling and that recently there has been a general increase over the system in shipments of cotton piece goods baled in cotton. Railroad inspection of the cotton coverings indicate their satisfactory service in this use.

Rigid tests were made by railroad freight traffic departments before the rate equalization was granted. Upwards of a score of fabrics were submitted by mills in co-operation with the Institute and these were rated in accordance with the results of the test.

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WARP carries the weight into the
cloth means good running work
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PERSONAL NEWS

Frank Rollins has resigned as overseer of spinning at the Park Yarn Mills, Kings Mountain, N. C.

A. C. Penland has accepted the position of overseer of spinning at the Park Yarn Mills, Kings Mountain, N. C.

Lloyd Hearne has been transferred from second hand on day shift to night overseer of packing and shipping at the Unity Spinning Mills, LaGrange, Ga.

G. T. Ovens, who has been with the Easley Mills No. 1, Easley, S. C., is now overseer of cloth room at the Easley Mills No. 2, Liberty, S. C.

C. T. Nicholson, formerly overhauler at the Exposition Mills, Atlanta, Ga., has become second hand in twisting at the Mandeville Mills, Carrollton, Ga.

W. B. Smith, president of the Washington Manufacturing Company, Tenille, Ga., will hereafter also have charge of operations at the Adams-Swirles Cotton Mills, Macon, Ga., dividing his time between the two mills.

Dexter L. Lewis, who has been a member of the New England sales force of the Viscose Company, at Providence, R. I., since 1930, has been transferred to the Southern offices at Charlotte. He is to assume his new duties at once.

Alfred Wallwork has resigned his position as head designer of the T. J. Capper, Inc., Charlotte, to establish his own business as a textile designer, sketcher and card cutter. He was formerly head designer and overseer weaving at the Esmond Mills, Esbond, R. I., and prior to that gained a wide knowledge of weaving and designing in mills in Manchester and Blackburn, Eng. He is located at 2415 Crescent Ave., Charlotte.

J. L. Schrum has just opened an office at Newton, N. C., as a commission agency for the Catawba Cotton Mills, of which he recently was elected vice-president and manager. The Catawba Cotton Mills are being repaired and new machinery has been purchased, according to Mr. Schrum, preparatory to opening the mill. The mill has been closed since the death of the late J. P. Yount, president.

James A. Groves, of Albemarle, N. C., has secured a patent on a yarn twisting device, it is announced by Paul B. Eaton, patent attorney of Charlotte. The patent provides for twisting, winding or doubling a plurality of roving into a single strand. The ends, after being combined, are first dampened and under drawing tension, are passed over a soft surface frictioning material introduced between the dampening and drawing points. This operation tends to lay the fuzz or loose fibres on the yarn.

Waterman & Currier, Inc., of Boston, have opened sales offices in the James Building, Chattanooga, Tenn. The company was recently appointed Southern selling agents for the Norwood Manufacturing Company, Norwood, N. C., producers of 14s to 40s combed knitting and weaving yarns. The offices will be in charge of W. W. Crews, formerly with the Charlotte offices of the company. Other offices of the company are located at Boston, New York, Providence, Amsterdam, N. Y., and Charlotte.

B. E. Geer, former president of Judson Mill, Greenville, S. C., has just organized and incorporated The B. E. Geer Company, of Greenville, which will begin dealing at once in securities, real estate, and industrial sites. While the concern will do a general stock, bond and realty business, it will specialize in sites for new enterprises coming into the Piedmont section. For the present the business will be conducted from Mr. Geer's residence. He remarked that not all industries are desirable, but those which are should be encouraged to give employment to the increasing population. Mr. Geer expects to travel much and by advertising and personal solicitation hopes to interest Northern and Eastern capital in further development of industry in this section.

George B. Cramer, of New York, has been elected secretary of the Cramerton Mills, Cramerton, N. C. He succeeds the late H. L. Moore, who held that office over a long term of years.

After his graduation from Harvard, Mr. Cramer spent several years in the office and in the manufacturing plants of the company at Cramerton, later going to New York City to become affiliated with the firm of Galey & Lord, commission merchants selling the product of the Cramerton Mills.

Mr. Cramer has spent the past three years in Worth Street, and comes back to the head office of the company with a broad viewpoint on the distribution of textile products. He will sever his connection with Galey & Lord immediately, and come down to Cramerton to take up his new duties. He is the youngest son of Stuart W. Cramer, for many years head of the Cramerton Mills, and brother of Major S. W. Cramer, Jr., treasurer of the corporation.

OBITUARY

C. H. COLE

Opp, Ala.—C. H. Cole, manager of the Opp and Mico-las Cotton Mills, was shot to death last Friday by J. A. Childers, automobile salesman. Childers surrendered to the police without making any statement. Mr. Cole was 69 years old.

Mr. Cole was a native of North Carolina and has been in the textile business all his life. He began as a sweeper at the Great Falls Manufacturing Company, Rockingham, N. C. He worked up to loom fixer and was 15 years with that company. In 1899 he went to China Grove as a loom fixer at the Patterson Mills and was later overseer of weaving there. He also served as overseer weaving at the Elizabeth Mills near Atlanta. In 1905 he became superintendent of the LaFayette Mills, LaFayette, Ga., and in 1907 was superintendent of the Aragon Mills at Aragon, Ga. He left there to start up the Lois Mills at Douglasville, Ga.

In 1910 Mr. Cole returned to Rockingham as superintendent of the Hannah Pickett Mills, also starting up the Entwistle Manufacturing Company, of which he was also superintendent. He went to Siluria, Ala., as superintendent of Buck Creek Mills in 1912. Later he was appointed by Governor Henderson as manager of the Alabama prison mills at Speigner.

In 1920 a group of business men at Opp, Ala., organized the Opp Cotton Mills, Mr. Cole being appointed manager and becoming a stockholder. In 1923 the same group organized the Mico-las Mills at Opp, Mr. Cole being a stockholder and serving as manager of both mills.

until his death. The Opp plant was doubled several years ago and the Micolos also enlarged.

Mr. Cole is survived by his wife, who was Miss Laura Celeste Webb, whom he married in 1897, one daughter and three sons. One son, B. R. Cole, is secretary of Micolos Mills.

Shuford Estate Large

Hickory, N. C.—A. Alex Shuford, Jr., has qualified as administrator of the estate of his father, A. Alex Shuford, who was drowned at Virginia Beach one week ago. The administration application was filed with Clerk Russell Yount, of the Catawba Superior Court, and was accompanied by a personal bond of \$600,000, which was signed by Hickory business men.

Mr. Shuford died intestate, and without a will. The estate, which is expected to be one of the largest ever administered in Catawba county, will be divided according to the laws of North Carolina.

In addition to the widow there are three sons, Alex, Jr., William B. and Harley F. These four will share alike in the personal property and the widow will receive one-third the value of the real estate in addition to one-half the average annual salary of the deceased for the past three years.

While no inventories have yet been made public of the estate, it is believed that the total value, including insurance, will amount to more than a million dollars. The insurance is understood to have totalled more than a half million dollars.

Mr. Shuford was the dominating factor in five Shuford mill corporations and he and his family owned the control of most of these.

Eastern Carolina Group To Meet

The Eastern Carolina Division of the Southern Textile Association will hold its Fall meeting on October 7, Henderson, N. C., at 10 a. m.

A very interesting program has been arranged, including discussions on carding and spinning, to be led by M. R. Vick, Rosemary Manufacturing Company, Roanoke Rapids, N. C., and D. F. Lanier, Oxford Cotton Mills, Oxford, N. C., respectively.

Norlander Machine Moves To Gastonia

The Norlander Machine Company, of New Bedford, Mass., which has had a branch plant at Spartanburg, has moved that unit to Gastonia. Franklin A. Young is general manager.

The company specializes in repair work on spindles, flyers and other textile machinery and is well known in the South.

Cotton Tarpaulins Can Save Farmers Much Money

American farmers have an investment of almost \$3,500,000,000 in machinery, implements and automobiles, and spend approximately \$400,000,000 annually in replacements, according to a survey just completed by the New Uses Section of the Cotton-Textile Institute, New York City. The survey was undertaken with a view to determining the investment value of coverings, such as cotton tarpaulins, which would lessen the damage suffered by farm machinery when left exposed to the ele-

ments without protection. Information was obtained indicating that more farm equipment rusts out of service than is rendered unserviceable by wear and tear.

Of the total investment \$1,423,000,000 is the value of machinery and implements. The remainder is the investment in 4,134,625 automobiles, 900,304 trucks and 920,378 tractors which the latest census credits to the farmers of the United States. Tractors are often left unprotected. Included in the machinery group, they would add some \$360,000,000 to make a total investment of \$1,783,000,000 in farm equipment, the usefulness of which is more apt to be impaired by rust than by actual service wear.

The Institute's survey disclosed that the average annual period of active service of all types of farm machinery is the equivalent of only sixteen full working days per year. The lack of proper protection during the periods of non-use leads to a wasteful depreciation which makes the equipment unfit for fullest use possible. A principal factor contributing to this rapid depreciation is storage in open fields or at fence corners for long or short periods without protective covering against the elements. Sometimes there is storage in open or leaky sheds without protective covering during a whole winter season. Negligence in the lubrication of wear parts, inattention to maintenance and failure to make small repairs are also, of course, other elements of depreciation.

From a study of service life statistics, the Institute estimates that use of waterproof cotton tarpaulins would add four years to the average life of farm machinery generally. If only one-tenth of the replacement outlay were thus avoided, a saving of \$40,000,000 a year to farmers would result. In individual cases the added term of life could be very much longer. Climatic conditions have an important bearing in that respect. Manufacturers say that some types of farm equipment if left unprotected in a humid climate might be entirely ruined in a single season. In such climates the deterioration of general farm equipment is rapid and unless thorough protection is afforded, the useful life of machinery is so short as to make it difficult for a farmer who does not properly care for his equipment to compete against more prudent farm operators.

Cotton tarpaulins and canvas of all types have been improved considerably of late years and are obtainable in mildewproof, as well as waterproof finish. They can be readily used for many other purposes than machinery covers, for example, as protective coverings for stacked grain, or as hay-stack caps.

In commenting recently on protection for farm machinery, the Columbus, Ohio, Dispatch said editorially:

"Anyone who travels the country roads with open eyes knows that there is still a vast amount of machinery exposed to the weather. If the cotton men could sell tarpaulins enough to stop this waste, two great industries would be benefited."

Mauney Steel Co. Takes 500,000-Pound Yarn Order

Philadelphia.—Mauney-Steel Company, cotton yarn commission merchants, report a sale of 500,000 pounds of carded weaving yarns to a manufacturer for delivery during the balance of this year. Saying that the order was taken at the full "going" price level, an official of the firm would not divulge the counts nor prices. It is the largest single contract in carded yarns that has been reported by a local house, although 100,000-pound orders have been noted in several instances.

Sloan Comments on European Conditions

GEORGE A. SLOAN, president of the Cotton-Textile Institute, who has just returned from Europe, makes the following comment on conditions abroad:

"While pleasure bent in Europe, I nevertheless had an occasional opportunity to talk with business men in France, Germany, Switzerland, Italy and Holland. In every case I found their interest centered on recent developments in the United States and all favored the view that our recovery would strengthen business and morale the world over.

"Surface observations provided a more favorable impression than expected, particularly in several industrial centers in northern Italy. That country is decidedly on the upgrade. You feel it in the air. Many factories are running with a full force of labor and they have made it possible to do this by operating on short schedules. Enormous motor lorries, with trailers resembling our Mack trucks, were rushing about all over the country. Much new building was noted, particularly repair work and home building. And yet the Italians seem to be enjoying life while they work. For example, as we crossed early one morning by launch from Venice to Mestre (a thirty minutes' ride) we counted four long Pullman trains filled with tourists, largely Italian, headed for Venice.

"Both Switzerland and Italy are engaged in national road improvement programs of considerable magnitude. Road crews were in evidence every few miles, especially in the Swiss and Italian Alps. While relieving unemployment, this type of work of course represents an investment of the highest order for countries or states that are so dependent upon tourist travel. Incidentally, it was a comfort to see so many American cars in Switzerland and Germany. In Switzerland it looked as though every other car passed was either a Chevrolet or a Ford!

"There wasn't much evidence of unemployment in the countries visited except in the large shipping centers. In Rotterdam I saw a large number of big ships out of commission but on inquiring as to the care of the unemployed I learned that they are being fed and clothed adequately through local relief assisted by the shipping companies and local government.

COTTON IS STYLISH

"During the brief visit to the Lido we ran into an array of colorful cottons. The sailor pajamas introduced only a few years ago seem to have become a fixture in the European sports wardrobe, and this new fashion should mean continuing opportunities for wash fabrics. Evening gowns of cotton were very much in evidence at all resorts. In a word, I should say that white organdy and embroidered eyelet batiste in the evening and white pique in the daytime held the center of the cotton stage in European resorts this summer.

"The best dressed men in Europe are the Italian traffic cops! In Bellagio, Brescia and Verona, the policemen wear a white duck suit with Sam Brown belt, white

duck shoes and white tropical canvass hat. Believe it or not, there are also traffic cops in Venice! They glide about in their gondolas and wear a smart military suit of cotton khaki.

LARGE SHEETS AND TOWELS

"I was very much impressed by the size of the bedsheets and towels found in all the European hotels. At the Royal Monceau in Paris, the Stephanie at Baden-Baden, the National at Lucerne, Villa D'Este on Lake Como, the Grand Hotel at Venice and Des Indes at the Hague, the bedsheets were at least 120 inches in length and the bath towels four or five by six feet. During the past few years much progress has been made in this country in encouraging the use of 99-inch and 108-inch length sheets but there is no reason why we should not go a step further and concentrate on the sale of even longer lengths, especially for institutional use so as to match the comfort and joy that one experiences in European hotels. Likewise, we have an excellent opportunity to increase the consumption of cotton by advocating the use of a man-sized bath towel which today is conspicuously absent in the average American hotel and home.

IMPROVEMENT AT HOME

"Naturally my vacation was made all the more agreeable by favorable reports from this country. Upon arrival at "quarantine" I was met with a tentative report of our cotton textile situation for the month of August. It looks as though the statistics for that month will be more favorable than anything we have seen for many years. It is all very gratifying, provided the mills will not rush in and increase production too drastically. This would only necessitate severe curtailment and unemployment during the coming winter. Moreover, our production should proceed cautiously until we see the heavy volume of goods sold in August going into actual consumption. I am sure that most of the mill executives have these thoughts well in mind and my only purpose in re-emphasizing them is in the hope that the industry, which has suffered so much in the past from overproduction, will not make the same mistake again when we seemed to have at hand a wonderful opportunity to better conditions and improve prices. The industry has not yet reached the profit stage."

Cotton Goods Exports Decline

Washington.—Exports of cotton manufactures during July were valued at \$4,019,057, compared with \$4,621,801 in the corresponding month last year, according to figures made public by the Department of Commerce.

Exports of cotton cloths during July this year totalled 33,891,819 square yards, valued at \$2,478,023, compared with 35,399,482 square yards, valued at \$3,492,293, the same month a year ago.

Raw cotton exports during July, except linters, totalled 449,476 bales, compared with 259,059 bales in July last year, the values of which for the two periods were \$15,716,191 and \$13,371,280, respectively.



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Probable Error in Crop Estimate

While we recognize the fact that the Government cotton crop reports in recent years have made a reputation for accuracy, we know that there have been a number of serious errors, and we believe that the September 8th, 1932, report will eventually be added to that list.

The lint yield per acre in 1930 was 147.7 and the recent report makes it exactly the same, or 147.8 for 1932, and that does not look reasonable to us.

The year 1930 was not a cotton crop failure year by any means and in many sections there was, that year, excellent cotton.

This year, with the exception of north and west Texas and Oklahoma, there is no good cotton, and even in those sections it is nothing to boast about.

The small use of fertilizer has resulted in unusually small bolls and in many sections the plants are very small.

The most unusual feature of the recent report is that they give the abandoned acreage as 1.8 per cent as against a ten-year average abandonment of 3.1 per cent.

One explanation of that is that there was such a large amount of extremely poor acreage just on the line between abandoned and unabandoned that they did not class it as abandoned.

We have seen some of the cotton area of the South and have had reports from most sections and we are convinced that the Government report of September 8th will ultimately be found to have been an error of considerable magnitude.

The Market Situation

Since the decline in cotton which followed the crop report, the market for textiles has naturally slowed down. However, we see nothing in the situation that is unduly discouraging. It is rather generally agreed that cotton went up too rapidly and the present breathing spell should have its advantages.

Prices on cotton goods are holding mighty well. We note that small quantities of goods are being sold at concessions, but the yardage being moved is insignificant. On the better grades of yarns, quotations are very firm. And where yarns are being shaded, deliveries are not running far into the future.

The crop report, of course, was a real disappointment, a slap in the face. People are going to ask for a long time yet, "How did the crop board get that way?" We find, however, that after the shock of the report has been assimilated, that the market continues on a healthy basis. Both buyers and sellers now have a chance to check up to see just where they stand.

In the meanwhile, the mills have so much business on hand there is little chance that any great pressure to sell will develop soon. Buyers have already bought sufficient goods to be delivered later to be very properly interested in maintaining prices.

The lower cotton prices, coupled with the goods already sold, should be another opportunity for the mills to get prices high enough to show a reasonable profit.

In regard to the cotton situation, we find there is a general expectation in many quarters to believe that the next cotton crop report in October will be decidedly bullish. In that event, another buying movement should develop that would carry the mills through the normally dull months of December and January.

In the final analysis, the real story of textile improvement will be measured by the amount of business done at retail. We already hear encouraging reports of a pick-up in this quarter. Business should naturally be better as the season advances. Reports from all over the country indicate that more people are getting back to work. There are many articles that families everywhere need, including new supplies of cotton goods that will be purchased as employment increases purchasing power. The increased prices for farm products will lead to better buying in the farming sections, particularly in the South by reason of higher cotton.

The improvement in general business has not yet been long enough under way to be felt heav-

ily at retail counters. Men who have been idle for a long time must have a good many pay days before they are ready to buy beyond actual necessities. Retail business is, however, already better.

No one in the South likes to see cotton decline, but at worst the last crop report indicated an increase of only 4,000 bales over the August forecast and in the face of the already improved textile situation, we see no reason for being discouraged because of the market relapse.

A Point To Remember

The statistical report of the Cotton Textile Merchants Association covering the cotton goods situation in August were even better than had been anticipated. In two respects they are record-breaking. In the first place, the figures showing stocks of goods are the lowest on record since comparable figures became available in January, 1928. In the second place, the sales for the month are the largest on record.

The decline in stocks amounted to 25.5 per cent, while the increased new business put sales at 282.4 per cent of production for the month.

The substantial drop in stocks and the much larger sales are, of course, two very healthy factors. The change since June is truly remarkable. Sales for that month were 93.8 per cent of the very low production and stock declined 3.3 per cent.

Unfilled orders in August amounted to 485,860,000 yards, an increase of 113.1 per cent, a *figure not equalled in any month since March, 1929*. This compares with unfilled orders in June of 170,910,000 yards.

These figures are compared with June because of a very general tendency to regard that month as the low point of the year, especially from a standpoint of prices.

The weekly rate of production in August was 45,195,000 yards, compared to 40,117,000 yards weekly during June.

While there is no gainsaying the fact that the increased buying of cotton goods and yarns was brought about by the rise in cotton prices, it is also important not to overlook a very real factor that contributed to the changed market factor. The mills were set to take advantage of the break because they had cleaned house through a long period of curtailed production. When the buyers came back into the market, the mills were not loaded with large stocks to be worked off before new business could be handled.

The benefits of the curtailment period are more apparent now than when operations were

at their low point. That is a point that may well be kept in mind. In any industry, in any year, good or bad, regulation of production is one of the fundamentals of success.

We are not, of course, foolish enough to argue for curtailment now. The mills with orders on their books and deliveries to meet, have every reason to step up production. And goodness knows, no one is more pleased than we are that the mills now have an opportunity to operate regularly and give their workers an opportunity for full time employment.

We do urge, however, that the industry keep in mind that the necessity for controlled production is not passed. Nor will it ever pass.

C. H. Cole

It is with much regret that we record this week the death of C. H. Colé, of Opp, Ala. He had long been a personal friend of our editor and a staunch supporter of this journal.

Mr. Cole was regarded as a very efficient and successful cotton manufacturer. No small measure of his success was due to the esteem in which he was held by his fellow workers and employees. His relations with those with whom he worked were based upon a real liking for his fellow man and an instinctive desire to do his best for those who worked for him. He will be greatly missed in the mills which he built and the community in which he lived.

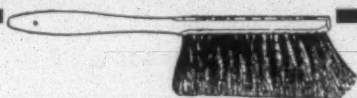
The Socialist Professors

The backers of Norman Thomas, the Socialist candidate for President, must muster up a list of 10,000 of the legally registered voters of the State if they hope to get his ticket before the people in November—and the same applies to the Prohibitionists and all other minor parties. The privilege is open, however, for advocates of Thomas or any other candidate, to write the same on the ballot, and it will be counted. It is noted that "three members of the faculty of the University of North Carolina" appeared before the Board of Elections to intercede in behalf of Thomas. Two of these professors openly designated themselves as Socialists, Professor Ericson, of the English department, was spokesman for these University disciples of Thomas, and promised a surprise in store on account of the strength their Socialist candidate is going to develop in this State. The discussion of infiltration of Socialism at the State University now has definite basis. The Socialist professors are out in the open and apparently ready for the argument.—*Charlotte Observer*.

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MILL NEWS ITEMS

LA FAYETTE, GA.—Orders that will require full time operation during the Fall have been received by the Walker County Hosiery Mills.

NASHVILLE, TENN.—Walter Fred Hosiery Mills is operating day and night, with orders amounting to \$117,000 awaiting delivery, the company reports. Machinery valued at \$75,000 was recently installed.

TUPELO, MISS.—The Tupelo Cotton Mills have purchased four speeders and two pickers from the mills at Pine Bluff, Ark. R. F. Goodroe is shipping and erecting the equipment.

WORTHVILLE, N. C.—The Leward Cotton Mills have returned to full time operations after having been on a curtailment schedule for some time past.

WINSTON-SALEM, N. C.—P. H. Hanes Knitting Company has declared the regular quarterly dividend of \$1.75 on the preferred stock, payable October 1 to stock of record September 20.

CHARLOTTESVILLE, VA.—The new unit which has been been planned for the silk mill of Frank & Sons will increase the capacity of the plant approximately 50 per cent. It is understood that the new unit will be constructed as soon as possible.

CAROLEEN, N. C.—The Caroleen and Henrietta Mills are now operating on a full time schedule. During the past two weeks 7,000 bales of cloth have been shipped from the mills. Both textile manufacturing plants employ from 900 to 1,000 employees.

TRION, GA.—The new glove mill of the Trion Company is manufacturing exclusively for Sears, Roebuck & Co. This plant is running full time with day and night shifts. Four hundred former employees were recalled to the various Trion plants. These mills had all operated on a short schedule for several months.

TALLADEGA, ALA.—The Talladega Cotton Factory, which makes knitting yarns, is doubling its capacity and running 24 hours a day, and will employ sixty additional workers immediately. Two 12-hour shifts working sixty hours a week each will be maintained for at least ninety days.

FOREST CITY, N. C.—All departments of the Florence Mills are now operating on a full day and night schedule, and indications are that no more curtailing will be necessary for some time. Sufficient orders are on hand to keep the industry busy for an indefinite period, it is believed.

MACON, GA.—The Adams-Swirls Cotton Mills, which have been idle for the past three months, have resumed full time work. The plant operates 7,000 spindles and 185 looms on single filling duck. Under a recent change in officials, W. B. Smith, who is president of the Washington Manufacturing Company, Tenille, Ga., will also have charge of this plant.

The product of the mill will be sold through T. A. Shaw & Co., of Chicago, owners of the mill.

MILL NEWS ITEMS

WADESBORO, N. C.—The Wadesboro Cotton Mill resumed work after being closed since June 15. The plant is operating 55 hours a week on a daylight schedule with a force of 115 workers. Prospects for fall orders are bright. All of Wadesboro's manufacturing concerns are running again, some on full time, and many orders are being received for goods.

EFLAND, N. C.—The Efland Hosiery Mills, after several months' idleness, resumed full-time operations this week, giving employment to about 250 operatives. The plant has recently been overhauled. The company during the past ten days has received several good-sized orders which will keep the plant at capacity production for some time.

STUBBS, N. C.—The Buffalo Mills, Inc., which have been idle for some time, have been purchased by I. D. Blumenthal, of the Radiator Specialty Company, Charlotte, who bought the controlling interest from the B. H. Parker estate. Mr. Blumenthal is uncertain of his plans for the mill. He may operate it, or sell it. The plant has 4,000 spindles on carded yarns and was built in 1932.

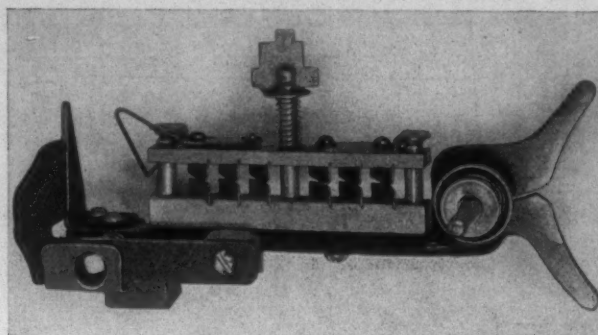
RICHMOND, VA.—Alleging that the defendant failed to make delivery of hosiery contracted for after the plaintiff had wired the contract price and had sent a truck after the goods, the Abraham Hosiery Company at High Point, N. C., has instituted suit in the Superior Court there against the Gibsonville Hosiery Mills. The cause was transferred from the High Point Civil Court.

CONWAY, ARK.—Indicating the increasingly strong demand for wash dresses at popular prices, the Nona Lee Dress Company has sold its entire output to November 15, and will book no further orders, according to George F. Franklin, general manager. During the emergency period, the company has had no difficulty in selling its output, although new equipment has been added from time to time. Franklin said that on his recent trip to New York to buy cotton prints, he found that jobbers would not quote prices on spring goods.

HUNTSVILLE, ALA.—According to papers filed here, the Helen Mills in West Huntsville has been placed in receivership. Robert Murphree, president of the Henderson National Bank, has been elected trustee and Jesse F. Young, Jr., was appointed receiver. Shelby S. Fletcher, State Senator, is president of the Helen Mills, which have been idle several months, and the receivership is said to have been instituted for the protection of the bondholders and other parties interested.

Judge Speake decreed that the receiver be empowered to borrow an amount sufficient to pay taxes and insure the property in such amount as in his judgment may be necessary to protect the interest of the bondholders, said amount not to exceed \$102,000. To secure such sum certificates are to be issued and they are to constitute a lien on the property.

A bond issue in the amount of \$115,000 was made on the property a few years ago, the amount having been reduced to approximately \$100,000. Receiver Young has qualified by offering a bond of \$5,000.



The New and Improved Eclipse Yarn Cleaner

You are looking at a picture of the "New and Improved Eclipse Yarn Cleaner." This small and sturdy device can be attached to most "Makes" of yarn winding machines. Its purpose is to remove "Trash" from cotton yarn which the carding process failed to remove. It cleans yarn cleaner than double carding and removes imperfections caused by bad spinning.

The Eclipse Yarn Cleaner is fast becoming standard equipment in many spinning plants. It automatically *insures* any spinning plant a "Finer and Better" product by making "Dirty and Trashy" yarn clean and "Clean" yarn *cleaner*.

Every spinner of SALE yarn should be equipped with "The Eclipse Yarn Cleaner."

On request our representative will call and give you complete information.



ECLIPSE TEXTILE DEVICES, INC.

Elmira, N. Y.

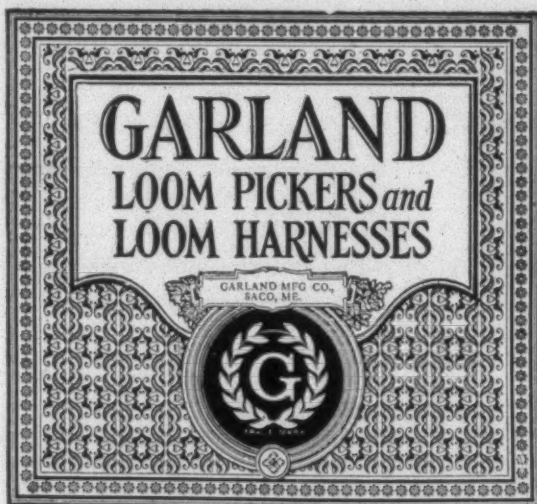
ECLIPSE

YARN CLEANER

MILL NEWS ITEMS

ELKIN, N. C.—A plant to manufacture men's shirts is to be established at Low Gap, near here. It is to be operated by W. M. Woodruff, Sons & Co., of Low Gap, and the Dalton Grocery Company, of Galax, Va., and will furnish employment to 50 or more operatives in the outset, it is understood.

Machinery for the plant is now being installed in a large frame building owned by the Woodruff interests in the mountain village.



What you should know about STARCHES

Warp sizing as well as printing, dyeing and finishing processes offer many problems in the use of starches, dextrines and gums. The selection of the proper products is of great importance. Listed below are selected products available for the purposes and conditions of exacting textile manufacturers.

These starches, dextrines and gums are manufactured by carefully controlled and standardized methods. Purity and uniformity are guaranteed. Economy and efficiency are attested by the constantly increasing number of users who are getting satisfactory results.

THIN BOILING STARCHES	
FOXHEAD	EAGLE TWO STAR
	EAGLE THREE STAR
	EAGLE FOUR STAR
THICK BOILING STARCHES	
GLOBE PEARL	BUFFALO
C. P. SPECIAL	FAMOUS N.
	PEERLESS
DEXTRINES	
WHITE CANARY	DARK CANARY
	BRITISH GUM

IMPORTANT

Our research department will be glad to furnish additional information regarding the types and uses of these and other products as applied to the special needs of the Textile Industry. Write to—

CORN PRODUCTS REFINING CO.

17 Battery Place

New York City

How to Increase the Efficiency of Textile Mill Boilers

(Continued from Page 6)

boiler which is clean and properly baffled. Old boilers can be made better than new by modernizing them along the lines shown in this article. Old metal surely transmits heat just as efficiently as new metal. Therefore it is logical that an old boiler, cleaned thoroughly and equipped with a better furnace and better baffling will be more efficient than when that same boiler was new.

You can also eliminate soot troubles by proper baffling. Soot is evidence of incomplete combustion. A furnace of ample volume will give little soot trouble. Soot and slag generally go hand in hand. The same is true of ash. In a properly designed furnace with reduced gas velocity most of the ash is left behind in the furnace and is not carried along to settle on the tubes.

With the above in mind you may now ask such a pointed question as, "How can I determine the length of time in which a modern baffle wall will pay for itself?" This way: Multiply the number of tons of coal burned in the furnace per year by the cost of coal per ton in dollars, multiply that by 0.03 which gives the annual saving in dollars. Divide this figure by the cost of the baffle and the result is the annual percentage on the investment.

Thus if 3,000 tons of coal are burned per year, if the cost of coal is \$4.00 per ton and the cost of the baffle is \$800, it will be found that 45 per cent will be earned on the investment. Or, this baffle would pay for itself in a little more than $(100 \div 45 = 2.2)$ two years. This rule, remember, is based on the minimum saving of 3 per cent. Often the modern gas tight baffle saves more than that. Three per cent is used here because it is the minimum and is no exaggeration.

The above principles are not applicable alone to water tube boilers—they are applicable to all flame boilers, whether water tube, fire tube, cast iron, sheet metal, or what not. They should be given more consideration in the future than they have received in the past.

Dust Has Marked Effect on Health Of Industrial Workers

(Continued from Page 8)

analogous to the respiratory system of the human body. It has been stated that the small hairs which line the nasal passages and specialized cells of the bronchial tubes intercept dust. Small glands also keep the nasal passages moist which also intercept dust. When this spraying system is applied, it acts to intercept dust in the cleaning machines or pickers, as the case may be. This prevents considerable dust entering the main part of the mill, where the workers would otherwise have to breathe it. Besides this dust, there is always an opportunity for it to carry bacilli, tuberculosis germs and to convey disease should it prevail among the workers. It would appear, therefore, that if this product used for spraying the cotton had an antiseptic property, it would have ability to sterilize the fibres as well. Improved equipment for applying the oil is now available.

The mortality among industrial mill workers can be reduced by better hygienic conditions and circumstances contributory to causes that lead to sickness and death. The human element after all is our greatest investment. Any effort that contributes to cleanliness, contributes to better health and better products.

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WANTED—a successful salesman handling warp sizing materials. Commission basis to start. Apply SIZE, Care Southern Textile Bulletin.

J. FRED WELCH Offers For Sale

1—Scott Power yarn Tester; 1—Toledo Lap Scale (Practically New); 1—Toledo Floor Scale (Practically New); 2,000—4½x5½ Lestershire Spools; 15,000—4x5 Woodhead Spools; 100—26x54½ Metal Head Section Beams; 65—26x54½ Metal Head Section Beams; Drop Wires, Heddle Frames; 4—Saco-Lowell 8x4 Speeders, 136 Spindles, 1918; 5—Saco-Lowell Twisters, Tape Drive, 1917, 136 Spindles; 89—Whitin Cards, 40", 1918; 2—Terrell Bobbin Cleaners, Serial Numbers D4070 & D4083 (Practically New); 10" Roving Cans and Springs; 216—Draper Model E 40" Looms—1918; 144—Draper Model K 40" Looms—1918; 2,000,000—10" Steel Heddles (Samples upon Request). Write or Wire your Inquiries to Box 763, Charlotte, N. C., or Box 266, Fall River, Mass.

WANTED—Position as overseer of weaving; 19 years experience as weaver on Hopedale, Draper and Stafford looms. Best references; 46 years of age. J. M. J. Care Southern Textile Bulletin.

Exchange Expects Better Exports

Substantially larger exports and forwardings of American cotton to the Continent of Europe suggest that an improvement may be developing in that division of the world spinning trade, according to the New York Cotton Exchange. Exports to the Continent during this season to date total 311,000 bales, compared with 97,000 in the same period last season. Forwardings total 299,000, against 227,000.

"Germany and France report that individual spinners have moderately increased their activity and Italy cables that an improvement may become evident later this month," says

the Exchange Service. "The wide movements in cotton prices have been too rapid to bring a great increase in yarn and cloth business, but a betterment is evident in this direction. France and Germany say that demand has broadened and mill bookings increased, but prices of the manufactured products have lagged behind cotton costs on the rise. The low state of stocks of goods is emphasized as an encouraging factor in domestic markets, but high tariff walls block international trade."

South Carolina Keeps Mill Taxes Unchanged

Columbia, S. C.—No general reductions in property assessments on South Carolina textile mills, oil mills and fertilizer plants were made by the State Tax Commission, A. S. Craig, director of the property tax division, announced.

Final assessments on mills and plants have been forwarded county auditors in each county, and officials of industries who appeared before the commission to plead for lower assessments have been notified of the outcome of their requests, Mr. Craig states.

Adjustments were made in instances where it appeared that error had entered computations of the 1932 assessments or the date upon which they were based, but the tax for the most part remains at or above the 1931 mark.

Marion Mills Busy

Marion, N. C.—More persons are at work in the industries of Marion now than has been the case at any time within the past two years, according to Crawford F. James, president of the Elizabeth James Hosiery Mills. A larger quantity of cloth and hosiery is being produced in the mills of Marion than during the past two years, he added, and the demand is exceeding production. For the first time during the two-year period, he pointed out the manufacturer can now sell for delivery three or four months ahead and the price of the goods has increased 10 per cent or more.

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COTTON GOODS

New York.—Trading in the cotton goods markets was very active through Thursday morning of last week, but the situation was quiet after the crop report drove cotton prices downward. Sales for the first part of the week were larger, in many cases, than in any similar period since the present buying movement developed.

In many quarters of the market the lower cotton prices were regarded as a real benefit to the trade. It was pointed out that prices have been advancing too rapidly and that they were in danger of getting out of line with the level of retail prices, it being agreed that consumers are not yet ready to pay stiff advances.

Cotton goods prices held very well as the cotton market declined and trading slowed down. In the gray goods division, new buying and inquiry was generally light. Mills are so well under order for some time to come that they are under no necessity to press for business at lower figures. Most buyers are not trying to break prices and are anxious for a steady market.

In the print cloths, attention was centered on the four-key constructions, of which two weakened $\frac{1}{8}$ cent, one was impervious to the market decline and another sold off 1-16 cent for late delivery, but at the full market for quick shipment. The 39-inch 4-yard 80-squares were sold during the afternoon at $5\frac{3}{4}$ cents in first hands for the last three months of the year. Second hands also got $5\frac{3}{4}$ cents for some goods, for late delivery, but not so far ahead. There were reported to have been sales by both first and second hands of 39-inch 4.75-yard 68x72s at $4\frac{3}{4}$ cents, for varying deliveries.

Carded broadcloths were unchanged and for the most part inactive at the week end. Pajama checks also were quiet and quotably unchanged. Narrow sheetings were reported sold in moderate volume at the full market on a fairly wide range of constructions.

Prices at the close of the week were as follows:

Print cloths, 28-in., 64x60s	3 $\frac{1}{4}$
Print cloths, 27-in., 64x60s	3 $\frac{3}{8}$
Gray goods, 38 $\frac{1}{2}$ -in., 64x60s	4 $\frac{1}{4}$
Gray goods, 39-in., 80x80s	5 $\frac{3}{4}$
Gray goods, 39-in., 68x72s	4 $\frac{5}{8}$ -4 $\frac{3}{4}$
Brown sheetings, 3-yard	5 $\frac{7}{8}$
Brown sheetings, 4-yard, 56x60s	5
Brown sheetings, standard	5 $\frac{1}{2}$
Tickings, 8-ounce	11
Denims	10
Dress gingham	10 $\frac{1}{2}$ -12 $\frac{1}{2}$
Standard prints	5 $\frac{3}{4}$

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YARN MARKET

Philadelphia, Pa.—After getting off to a very active start, yarn sales slowed down last week after the cotton decline and business was generally quiet at the week end. A tendency toward lower prices was noted in some quarters. On the other hand, many mills which are well sold up were quoting unchanged prices. A number of large orders were reported at prices that could not be had during the first of the week. Spinners were not unduly alarmed over the drop in cotton and feel that it may be their best opportunity to get prices on a better basis. Lower prices were heard of only on ordinary quality yarn, the better grades holding their own. Sales at concessions were not made beyond November delivery dates.

Sales of durenne yarns went to very high levels preceding the price advance that was effective late in the week. It is estimated that a total of at least 3,000,000 pounds of mercerized yarns were sold.

The weight of the new crop is now about to come on the markets, yarn distributors pointed out, and this will have to be reckoned with in determining the price of cotton, but these observers assert that the recent break has placed the cotton market in a healthy condition and at the present price of cotton, yarns continue below the price level at which spinners could get a profit.

Spinners are regarded as likely to resist any efforts by consumers to depress yarn rates below today's range. Likewise, spinners are counted on to try to move yarn rates up whenever a rally in cotton encourages such a step. It is emphasized that the spinners still have ahead of them the best buying period of the whole year. The buying before September 1, while surprisingly large, consisted largely of belated covering that ordinarily would have been done some weeks earlier, it is explained, and the main covering movement for the fall and early winter months has not yet developed.

While it appears underwear and other knitting mills were the buyers of the carded and combed yarns moved during the past week to ten days, weavers' wants seemed to have suddenly increased, with the result that sales have increased.

Southern Single Warps		40s	27
10s	16½-17	40s ex.	29
12s	17-17½	50s	32
14s	17½-18	60s	37
16s	18-18½	Duck Yarns, 3, 4 and 5-Ply	
20s	18½-19	8s	16½
26s	21	10s	17
30s	21½-22	12s	17½
Southern Two-Ply Chain Warps		16s	18½
8s	16½	20s	19½
10s	17	Carpet Yarns	
12s	17½	Tinged carpet, 8s, 3	
16s	18½	and 4-ply	14
20s	19	Colored strips, 8s, 3	
24s	21	and 4-ply	15
30s	22	White carpet, 8s, 3	
36s	26	and 4-ply	16
40s	27	Part Waste Insulating Yarn	
40s ex.	29	8s, 1-ply	13
Southern Single Skeins		8s, 2, 3 and 4-ply	13½
8s	16-16½	10s, 1-ply and 2-ply	14
10s	16½-17	12s, 2-ply	15
12s	17-17½	16s, 2-ply	16
14s	17½-18	20s, 2-ply	17
16s	18-18½	26s, 2-ply	19½
20s	18½-19	30s, 2-ply	20
26s	21	Southern Frame Cones	
30s	21½-22	8s	16½
30s ex.	23	10s	17
Southern Two-Ply Skeins		12s	17½
8s	16½	14s	18½
10s	17	16s	18½
12s	17½	18s	19
14s	18	20s	19½
16s	18½	22s	20
20s	19	24s	20½
24s	21	26s	21
26s	21½	28s	21½
30s	22	30s	22½

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SOUTHERN SOURCES OF SUPPLY

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Following are the addresses of Southern plants, warehouses, offices, and representatives of manufacturers of textile equipment and supplies who advertise regularly in the SOUTHERN TEXTILE BULLETIN. We realize that operating executives are frequently in urgent need of information, service, equipment, parts or materials, and believe this guide will prove of real value to our subscribers.

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AKTIVIN CORP., The, 50 Union Square, New York City, Sou. Rep.: American Aniline Products, Inc., 1003 W. Trade St., Charlotte, N. C.

AMERICAN ENKA CORP., 200 Madison Ave., New York City, Sou. Reps.: R. J. Mebane, Asheville, N. C.; Cannon Mills (Yarn Dept.), Kannapolis, N. C.

AMERICAN MOISTENING CO., Providence, R. I. Sou. Plants: Atlanta, Ga., and Charlotte, N. C. Sou. Offices: 1331 W. Morehead St., Charlotte, N. C.; 240 N. Highland Ave., Atlanta, Ga.; 711 Woodside Bldg., Greenville, S. C.; Sou. Reps.: W. I. Burgess and C. A. Burgess, Greenville Office; Marvin McCall, Charlotte Office; J. D. Johnson and W. L. Johnson, Atlanta Office.

ARABOL MFG. CO., THE, 110 E. 42nd St., New York City, Sou. Agent: Cameron McRae, Concord, N. C.; Sou. Reps.: W. C. Gibson, Griffin, Ga.; W. L. Cobb, Greenville, S. C.

ARNOLD HOFFMAN & CO., INC., Providence, R. I. Sou. Office: Independence Bldg., Charlotte, N. C. R. E. Buck, Mgr., Sou. Reps.: Frank G. North, P. O. Box 844, Atlanta, Ga.; Frank W. Johnson, P. O. Box 354, Greensboro, N. C.; R. A. Singleton, 2016 Cockrell Ave., Dallas, Tex.; R. E. Buck, Jr. & Tindal Ave., Greenville, S. C.

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EATON, PAUL B., 218 Johnston Bldg., Charlotte, N. C.

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FRANKLIN PROCESS CO., Providence, R. I. Southern Franklin Process Co., Greenville, S. C.; B. S. Phetteplace, Mgr. Central Franklin Process Co., Chattanooga, Tenn.; C. R. Ewing, Mgr.

GASTONIA BRUSH CO., Gastonia, N. C. C. E. Honeycutt, Mgr.

GENERAL DYESTUFF CORP., 230 Fifth Ave., New York City, Sou. Office & Warehouse, 1101 S. Blvd., Charlotte, N. C.; B. A. Stigen, Mgr.

GENERAL ELECTRIC CO., Schenectady, N. Y. Sou. Sales Offices & Warehouses: Atlanta, Ga.; E. H. Ginn, Dist. Mgr.; Charleston, W. Va.; W. L. Alston, Mgr.; Charlotte, N. C.; E. F. Coles, Mgr.; Dallas, Tex.; L. T. Biadell, Dist. Mgr.; Houston, Tex.; E. M. Wise, W. O'Hara, Mgrs.; Oklahoma City, Okla., F. B. Hathway, B. F. Dunlap, Mgrs. Sou. Sales Offices: Birmingham, Ala.; R. T. Brooke, Mgr.; Chattanooga, Tenn.; W. O. McKinney, Mgr.; Ft. Worth, Tex.; A. H. Keen, Mgr.; Knoxville, Tenn.; E. Cox, Mgr.; Louisville, Ky.; E. B. Myrick, Mgr.; Memphis, Tenn.; G. O. McFarlane, Mgr.; Nashville, Tenn.; J. H. Barksdale, Mgr.; New Orleans, La.; B. Willard, Mgr.; Richmond, Va.; J. W. Hicklin, Mgr.; San Antonio, Tex.; I. A. Uhr, Mgr.; Sou. Service Shops: Atlanta, Ga.; W. J. Selbert, Mgr.; Dallas, Tex.; W. F. Kaston, Mgr.; Houston, Tex.; F. C. Bunker, Mgr.

GENERAL ELECTRIC VAPOR LAMP CO., Hoboken, N. J. Sou. Reps.: Frank E. Keener, 187 Spring St., N. W., Atlanta, Ga.; C. N. Knapp, Commercial Bank Bldg., Charlotte, N. C.

GILL LEATHER CO., Salem, Mass. Sou. Reps.: Ralph Gossett, 904 Woodside Bldg., Greenville, S. C.; Hammer & Kirby, Gastonia, N. C.; Belton C. Plowden, Griffin, Ga.

GOODYEAR TIRE & RUBBER CO., INC., THE, Akron, Ohio, Sou. Reps.: W. C. Killick, 205-207 E. 7th St., Charlotte, N. C.; P. B. Eckels, 141 N. Myrtle Ave., Jacksonville, Fla.; Boyd Arthur, 713-715 Linden Ave., Memphis, Tenn.; T. F. Stringer, 500-6 N. Carrollton Ave., New Orleans, La.; E. M. Champion, 709-11 Spring St., Shreveport, La.; Paul Stevens, 1609-11 First Ave., North Birmingham, Ala.; B. S. Parker, Jr., Cor. W. Jackson and Oak Sts., Knoxville, Tenn.; E. W. Sanders, 209 E. Broadway, Louisville, Ky.; H. R. Zierach, 1225-31 W. Broad St., Richmond, Va.

HALTON'S SONS, THOS., "C" and Clearfield Philadelphia, Pa. Sou. Rep.: Dennis J. Dunn, P. O. Box 1261, Charlotte, N. C.

HART PRODUCTS CORP., 1440 Broadway, New York City, Sou. Reps.: Chas. C. Clark, Box 274, Spartanburg, S. C.; Samuel Lehrer, Box 265, Spartanburg, S. C.; W. G. Shull, Box 923, Greenville, S. C.; O. T. Daniel, Textile Supply Co., 30 N. Market St., Dallas, Tex.

HERMAS MACHINE CO., Hawthorne, N. J. Sou. Rep.: Carolina Specialty Co., P. O. Box 520, Charlotte, N. C.

HOUGHTON & CO., E. F., 240 W. Somerset St., Philadelphia, Pa. Sou. Reps.: J. M. Keith, 525 Rhodes-Haverty Bldg., Atlanta, Ga.; Jas. A. Brittain, 820 Comer Bldg., Birmingham, Ala.; Porter H. Brown, P. O. Box 556, Chattanooga, Tenn.; H. J. Waldron and D. O. Wylie, P. O. Box 663, Greensboro, N. C.; R. J. Maxwell, P. O. Box 1241, Greenville, S. C.; G. F. Davis, 418 N. 3rd St., St. Louis, Mo., for New Orleans, La.

HOWARD BROS. MFG. CO., Worcester, Mass. Sou. Office and Plant: 244 Forsyth St., S. W., Atlanta, Ga.; Guy L. Melcher, Mgr. Sou. Reps.: E. M. Terryberry, 208 Embassy Apts., 161 Harvard St., Washington, D. C.; Guy L. Melcher, Jr., Atlanta, Office.

HYGROLIT, INCORPORATED, Kearny, N. J. Southern Reps.: J. Alfred Lechler, 519 Johnston Bldg., Charlotte, N. C.; Belton C. Plowden, Griffin, Ga.

JOHNSON, CHAS. B., Paterson, N. J. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

KEEVER STARCH CO., Columbus, Ohio, Sou. Office: 1200 Woodside Bldg., Greenville, S. C.; Daniel H. Wallace, Sou. Agent, Sou. Warehouses: Greenville, S. C.; Charlotte, N. C.; Burlington, N. C.; Sou. Rep.: Claude B. Iler, P. O. Box 1383, Greenville, S. C.; Luke J. Castle, 2121 Dartmouth Place, Charlotte, N. C.; F. M. Wallace, 2027 Morris Ave., Birmingham, Ala.

LOCKWOOD-GREENE ENGINEERS, INC., 100 E. 42nd St., New York City, Sou. Office: Montgomery Bldg., Spartanburg, S. C.; R. E. Barnwell, V. P.

MANHATTAN RUBBER MFG. DIVISION OF RAYBESTOS-MANHATTAN, INC., Passaic, N. J. Sou. Offices and Reps.: The Manhattan Rubber Mfg. Div., 1108 N. Fifth Ave., Birmingham, Ala.; Alabama: Anniston, Anniston Hdw. Co.; Birmingham, Crandall Eng. Co. (Special Agent); Birmingham, Long-Lewis Hdw. Co.; Gadsden, Gadsden Hdw. Co.; Huntsville, Noojin Hdw. & Supply Co.; Tuscaloosa Allen & Jemison Co., Montgomery, Teague Hardware Co. Florida-Jacksonville, The Cameron & Barkley Co.; Miami, The Cameron & Barkley Co.; Tampa, The Cameron & Barkley Co.; Georgia-Atlanta, Atlanta Belting Co.; Augusta, Bearing Parts & Supply Co.; Columbus, A. H. Watson (Special Agent); Macon, Bibb Supply Co.; Savannah, D. DeTreville (Special Agent); Kentucky-Ashland, Ben Williamson & Co.; Harlan, Kentucky Mine Supply Co.; Louisville, Craft-Pelle Co. North Carolina-Charlotte, Matthews-Morse Sales Co.; Charlotte, Charlotte Supply Co.; Fayetteville, Huske Hdw. House; Gastonia, Gastonia Belling Co.; Goldsboro, Dewey Bros.; High Point, Beeson Hdw. Co.; Lenoir, Bernhard-Seagle Co.; Rockingham, Roy Walker (Special Agent); Wilmington, Wilmington Iron Works; Winston-Salem, Kester Machinery Co. South Carolina-Anderson, Sullivan Hdw. Co.; Charleston, The Cameron & Barkley Co.; Clinton, Industrial Supply Co.; Columbia, Columbia Supply Co.; Greenville, Sullivan Hdw. Co.; Sumter, Sumter Machinery Co.; Spartanburg, Montgomery & Crawford, Tennessee-Chattanooga, Belting & Supply Co.; Johnson City, Summers Hdw. Co.; Knoxville, W. J. Savage Co.; Nashville, Buford Bros., Inc. Service Rep.; J. P. Carter, 62 North Main St., Greenville, S. C.; Phone 1861, Salesmen: E. H. Olney, 10 Gertrude St., Alta Vista Apts., Knoxville, Tenn.; C. P. Shook, Jr., 1031 North 30th St., Birmingham, Ala.

MARSTON CO., JOHN P., 247 Atlantic Ave., Boston, Mass. Sou. Rep.: O. H. Ochs, Hotel Charlotte, Charlotte, N. C.

MATHESON ALKALI WORKS, INC., 250 Park Ave., New York City, Sou. Plant, Saltville, Va.; E. A. Huils, V-Pres. Sou. Office: First Nat'l Bank Bldg., Charlotte, N. C.; Fred C. Tilson, Mgr. Sou. Reps.: E. M. Murray, E. M. Rollins, Jr., J. W. Ivey and B. T. Crayton, Charlotte Office; R. C. Staple, Box 483, Chattanooga, Tenn.; Z. N. Holler, 208 Montgomery St., Decatur, Ga.; J. W. Edmiston, Box 570, Memphis, Tenn.; V. M. Coates, 807 Lake Park, Baton Rouge, La.; T. J. Boyd, Adolphus Hotel, Dallas, Tex.

MAUNEY STEEL CO., 237 Chestnut St., Philadelphia, Pa. Sou. Reps.: Aubrey Mauney, Burlington, N. C.; L. Hurlburt, 511 James Bldg., Chattanooga, Tenn.

MORTON MACHINE WORKS, Columbus, Ga. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

NATIONAL ANILINE & CHEMICAL CO., INC., 40 Rector St., New York City, Sou. Office & Warehouse: 201 W. First St., Charlotte, N. C.; W. H. Willard, Mgr. Sou. Reps.: J. I. White, W. L. Barker, C. E. Blakely, Charlotte Office; J. T. Chase, American Savgs. Bk. Bldg., Atlanta, Ga.; H. A. Rodgers, 910 James Bldg., Chattanooga, Tenn.; J. E. Shuford, Jefferson St. Life Bldg., Greensboro, N. C.; E. L. Pemberton, 342 Dick St., Fayetteville, N. C.

NATIONAL OIL PRODUCTS CO., Harrison, N. J. Southern Reps.: R. B. MacIntyre, Hotel Charlotte, Charlotte, N. C.; G. H. Small, 310 Sixth St., N. E., Atlanta, Ga.; Warehouse, Chattanooga, Tenn.

NATIONAL RING TRAVELER CO., 257 W. Exchange St., Providence, R. I. Sou. Office and Warehouse: 131 W. First St., Charlotte, N. C. Sou. Reps.: L. E. Taylor, Charlotte Office; C. D. Taylor, Sou. Agent, Gaines, S. C.; Otto Pratt, Gaines, S. C.; H. L. Lanier, Shawmut, Ala.; Roy E. Clemmons, 926 W. Peachtree St., Atlanta, Ga.

NEW YORK & NEW JERSEY LUBRICANT CO., 292 Madison Ave., New York City, Sou. Office, 601 Kingston Ave., Charlotte, N. C.; Lewis W. Thomason, Sou. Dist. Mgr. Sou. Warehouses: Charlotte, N. C.; Spartanburg, S. C.; New Orleans, La., Atlanta, Ga., Greenville, S. C.

OAKITE PRODUCTS, INC., New York, N. Y. Sou. Div. Office and Warehouse, Atlanta, Ga.; L. W. McCann, Div. Mgr., Atlanta, Ga.; E. Moline, Augusta, Ga.; R. H. Bailey, Memphis, Tenn.; H. J. Canny, Greensboro, N. C.; L. H. Gill, New Orleans, La.; W. A. McBride, Richmond, Va.; P. F. Wright, Chattanooga, Tenn.; J. C. Leonard, Div. Mgr., St. Louis, Mo.; W. B. Mix, Dallas, Tex.; C. A. Ormsby, Indianapolis, Ind.; G. C. Polley, Houston, Tex.; H. J. Steeb, St. Louis, Mo.; G. W. Tennyson, Peoria, Ill.; B. C. Brown, Tulsa, Okla.; R. M. Brown, Kansas City, Mo.; H. Bryan, Oklahoma City, Okla.; C. L. Fischer, St. Louis, Mo.

PERKINS & SON, INC., B. F. Holyoke, Mass. Sou. Rep.: Fred H. White, Independence Bldg., Charlotte, N. C.

PLATT'S METALLIC CARD CLOTHING CO., Lexington, N. C. U. S. Agents F. L. Hill, Box 407, Lexington, N. C. Sou. Reps.: W. F. Stegall, Crumerton, N. C.; R. L. Burkhead, Varner Bldg., Lexington, N. C.

ROCKWEAVE MILLS, LaGrange, Ga. Wm. H. Turner, Jr., V-Pres. and Gen. Mgr. Sou. Reps.: Carolina Specialty Co., Charlotte, N. C.; Hamner & Kirby, Gastonia, N. C.; J. M. Tull Rubber & Supply Co., 285 Marietta St., Atlanta, Ga.; Young & Vann Supply Co., 1725 First Ave., Birmingham, Ala.; Mills & Lupton Supply Co., Chattanooga, Tenn.; Nashville Machine & Supply Co., Nashville, Tenn.; Montgomery & Crawford, Spartanburg, S. C.; Sullivan Hdw. Co., Anderson, S. C.; Noland Co., Inc., Roanoke, Va.

SACO-LOWELL SHOPS, 147 Milk St., Boston, Mass. Sou. Office and Repair Depot, Charlotte, N. C.; Walter W. Gayle, Sou. Agent; Branch Sou. Offices: Atlanta, Ga.; John L. Graves, Mgr.; Spartanburg, S. C.; H. P. Worth, Mgr.

SEYDEL-WOOLEY CO., 748 Rice St., N. W. Atlanta, Ga.

SHAMBOW SHUTTLE CO., Woonsocket, R. I. Sou. Rep.: M. Bradford Rodgers, Box 752, Atlanta, Ga.

SIPP-EASTWOOD CORPORATION, Paterson, N. J. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

SIRLINE & CO., J. E., Greenville, S. C.
SOLVAY SALES CORP., 61 Broadway, New York City, Sou. Reps.: Chas. H. Stone, 622 W. Morehead St., Charlotte, N. C.; Burkhardt-Schier Chemical Co., 1202 Chestnut St., Chattanooga, Tenn.; Woodward Wight Co., 451 Howard Ave., New Orleans, La.; J. A. Sudduth & Co., Birmingham, Ala.; Miller-Lenfesty Supply Co., Tampa, Miami and Jacksonville, Fla.

SONOCO PRODUCTS CO., Hartsville, S. C.
SOUTHERN SPINDLE & FLYER CO., Charlotte, N. C.

STANLEY WORKS, THE, New Britain, Conn. Sou. Office and Warehouse: 552 Murphy Ave., S.W. Atlanta, Ga.; H. C. Jones, Mgr.; Sou. Reps.: Horace E. Black, P. O. Box 424, Charlotte, N. C.

STEEL HEDDLE MFG. CO., 2100 W. Allegheny Ave., Philadelphia, Pa. Sou. Office and Plant: 621 E. McBee Ave., Greenville, S. C. H. E. Littlejohn, Mgr.; Sou. Reps.: W. O. Jones and C. W. Cain, Greenville Office.

STEIN, HALL & CO., INC., 285 Madison Ave., New York City, Sou. Office, Johnston Bldg., Charlotte, N. C. Ira L. Griffin, Mgr.

TERRELL MACHINE CO., Charlotte, N. C., E. A. Terrell, Pres. and Mgr.

TEXTILE-FINISHING MACHINERY CO., THE, Providence, R. I. Sou. Office 909 Johnston Bldg., Charlotte, N. C.; H. G. Mayer, Mgr.

U S BOBBIN & SHUTTLE CO., Manchester, N. H. Sou. Plants: Monticello, Ga. (Jordan Division); Greenville, S. C.; Johnson City, Tenn. Sou. Reps.: L. K. Jordan, Sales Mgr.; First National Bank Bldg., Charlotte, N. C.

U. S. RING TRAVELER CO., 159 Aborn St., Providence, R. I. Sou. Reps.: Wm. P. Vaughan, Box 792, Greenville, S. C.; O. B. Land, Box 4, Marietta, Ga. Stocks at: Textile Mill Supply Co., Charlotte, N. C.; Charlotte Supply Co., Charlotte, N. C.; Gastonia Mill Supply Co., Gastonia, N. C.; Carolina Mill Supply Co., Greenville, S. C.; Sullivan Hdw. Co., Anderson, S. C.; Fulton Mill Supply Co., Atlanta, Ga.; Young & Vann Supply Co., Birmingham, Ala.

VEEDER-ROOT, INC., Hartford, Conn. Sou. Reps.: W. A. Kennedy Co., Johnston Bldg., Charlotte, N. C.; Carolina Specialty Co., 123 Brevard Court, Charlotte, N. C.

VICTOR RING TRAVELER CO., Providence, R. I. Sou. Offices and Warehouses: 615 Third National Bank Bldg., Gastonia, N. C.; A. B. Carter, Mgr.; 520 Angier Ave., N. E., Atlanta, Ga.; B. F. Barnes, Mgr.; Sou. Reps.: B. F. Barnes, Jr., Atlanta Office; A. D. Carter and N. H. Thomas, Gastonia Office.

VISCOSE CO., Johnston Bldg., Charlotte, N. C. H. Wick Rose, Mgr.

WHITIN MACHINE WORKS, Whitinsville, Mass. Sou. Offices: Whitin Bldg., Charlotte, N. C.; W. H. Forcher and R. I. Dalton, Mgrs.; 1317 Realey Bldg., Atlanta, Ga. Sou. Reps.: M. P. Thomas, Charlotte Office; I. D. Wingo and G. M. Powell, Atlanta Office.

WHITINSVILLE SPINNING RING CO., Whitinsville, Mass. Sou. Rep.: Webb Durham, 2026 East Fifth St., Charlotte, N. C.

Fashion Show At Textile Exposition

Greenville, S. C.—The Cotton-Textile Institute will take part in the Southern Textile Exposition which will be held here the week October 17 to 22. C. K. Everette, head of the New Uses Section, has announced the new autumn models of women's dresses will be shown. Miss Katherine Cleveland, head of the style department, will have charge of

the demonstration, on Monday evening, October 17, for the special benefit of visiting cotton mill executives, members of their organizations and the exhibitors at the Exposition. Tickets will be issued to them and dealers in women's ready-to-wear. The demonstration will not be open to the general public.

Miss Cleveland has collected some fashionable and beautiful cotton models of garments to prove the beauty and utility of cotton fabrics. The models will be displayed by a group of attractive Greenville girls.

The Federal Department of Agriculture and the Department of Commerce have just announced that their textile sections would be sent down from Washington for display. A large part of the balcony will be given over to them.

The railroads will sell round trip tickets at one and one-half regular fare from all points south of the Potomac and Ohio rivers, and east of the Mississippi river, including Washington, D. C. Tickets will be sold to the public generally without any form of identification October 15 to 21, good returning to reach starting point midnight October 25.

The Mill Pay Roll

Saturday was the biggest trade day in Gastonia in many weeks, say many of the merchants of the city. There were more people on the streets and in the stores than on any Saturday since last winter.

It is a good sign and is an indication of returning prosperity. Give the mills a few more weeks of full pay rolls, and there will be a different tale to tell among the local merchants. All they need to start things to going again is for the mills to run on full time for a few weeks.—*Gastonia Gazette*.

Celanese Corp. Dividend

The board of Celanese Corporation of America declared a dividend of 87½ cents per share on the 7 per cent cumulative series prior preferred stock of the company, payable October 1, 1932, to holders of said stock of record on the books of the company at the close of business September 17, 1932.

The board also made known that the prices of the company's product had been increased as of yesterday and that the company's business was running at record volume.

The board of Canadian Celanese,

Ltd., declared a quarterly dividend of one and three-fourths per cent on the 7 per cent cumulative participating preferred stock of the company, payable September 30, 1932, to holders of said stock of record on the books of the company at the close of business September 17, 1932.

Red Cross Gets Cloth Requests

Washington.—The Red Cross reported cotton cloth requests had been received for a total of 14,016,586 yards of gingham, muslin, prints, shirting, and other cotton materials to be made into clothing for the needy.

The organization has already purchased 10,000,000 yards of cloth from the mills, exchanging raw cotton from the 500,000 bales of Federal-donated cotton in payment.

The free cloth was ordered shipped to the following Southern cities and towns:

Birmingham, Sulligent, Leesburg, Ozark, Pell City and Haleyville, Ala.; Big Stone Gap, Providence Forge, Staunton, South Boston and Fremont, Va.; Plant City, Fort Lauderdale, and Melbourne, Fla.; Casper, Americus and Toccoa, Ga.; Dunn, N. C.; Bolivar, and Lawrenceville, Tenn.

N. C. Buys Textiles

Contracts for the following items were let by the State Division of Purchase and Contract:

Blankets, 4,475 pairs, to Chatham Mfg. Co., Winston-Salem; 2,000 pairs to Carolina Cotton and Woolen Mills, Spray; 150 pairs to Belk Bros., Charlotte, and six pairs to Leaksville Woolen Mills, Charlotte.

Ginghams, 5,200 yards, to Efrid's, Raleigh.

Chambrays, 7,500 yards, to McCampbell Co., New York, on goods of Neuse Mfg. Co.

Ticking, 4,165 yards, to F. H. Ross Co., Charlotte.

Denim, 8,500 yards, to Efrid's, Raleigh.

Sheeting, 40,000 yards, to Efrid's, Raleigh; F. H. Ross, Charlotte, and Belk Bros., Charlotte.

Sheets, 150 dozen, to Rhoads & Co., Philadelphia.

Miscellaneous textiles to Belk Bros., Charlotte; F. H. Ross Co., Charlotte, and Efrid's, Raleigh.

Work shirts to Glenwood Mfg. Co., Raleigh.

Mill Village Activities

Edited by Mrs. Ethel Thomas Dabbs—"Aunt Becky."

Visiting the Mills of North Carolina and Feeling the Pulse of the People

It is truly refreshing to find mill machinery everywhere in operation, after months of idleness or curtailment. Shoulders that seemed stooped under too heavy burdens—heads that were bowed in despair have been lifted and smiles of hope curve lips upward that have been drooped despondently.

Oh, it is good to hear the muscal hum of spindle and loom again—and if something could be done now to stop mills from running at night, there would be plenty of day work for all time to come.

But it's a terrible problem; what provision can be made for thousands of operatives brought into villages for night work? They can't be turned out in the streets, penniless and homeless.

Here is constructive work for "Uncle Sam" if he would assume the obligation—though workers might be taxed a year or two to carry it through. But even so, that would be better than equally dividing work—three days to each shift—as is being done now in some places in order that all may exist.

There are plenty of people who would gladly go to the farms if they had a ghost of a chance to get started—and they should have this chance to become self-providing and self-respecting.

We believe in constructiveness—helping people to help themselves. Free gifts, which at first are galling to a man's pride, soon undermine his self-respect, kill ambition, and create self-pity which whines—"The world owes me a living."

In the past two years of depression and a surplus of workers, some manufacturers have been forced to cut wages, and some have no doubt taken advantage of the situation and have cut more than was necessary. Some have kept the "Golden Rule"—some have ignored it.

But we are confident that textile manufacturers will be the first to readjust themselves and will share whatever of prosperity that comes to them with their employees. With few exceptions, our Southern mill officials are God-serving men, and have a sincere interest in the welfare of the mill workers. They are doing their best for them.

But with two sets of workers for a day shift, no one has a chance, and there are plenty of active, secretive influences at work trying to create dissatisfaction and rebellion.

Another thing we are wondering about: Can foremen whose wages have been cut fifty or sixty per cent still feel as kindly and as loyal toward the management if readjustments are not made as speedily as possible?

FOREST CITY, N. C.

ALEXANDER MFG. CO.

One of the deepest thinking men we know is S. A. Summey, superintendent of Alexander Mills at Forest City. He says that while great thought is given to ma-

chinery operations—the testing and proving of the value of this thing and that—very little encouragement is given the worker to use his brain and develop his natural born talents to the best advantage. In too many instances he is put to work where a vacancy occurs, without trying to find out his capabilities. Mr. Summey thinks that among our greatest tragedies are these: "A big man in a small place"—or a "small man in a big place." We have seen both these tragedies, and agree with him.

We were sorry to miss seeing the genial secretary, J. R. Moore, who was not well enough to be in his office that day.

This plant runs day and night, full time. The product is best quality sheets and pillow cases, and no finer people can be found in any mill village.

L. R. Champion is day carder, and L. D. Allen, day spinner; E. L. Cantrell is day weaver, and a great champion of baseball and other village activities. The nicest baseball ground we have seen—beautifully lighted for night play, is right here. E. W. Campfield is cloth room overseer; C. C. Hicks, master mechanic.

G. T. Hawkins is night overseer of carding and spinning, and M. G. Allen, night weaver.

FLORENCE MILLS

These mills manufacture flannels and have been compelled to curtail drastically. However, they were just starting up full day time, and we trust that orders will keep them busy for months to come. N. H. Welch, superintendent, is well liked by all who know him. Among the overseers are G. V. Fryes, assistant superintendent, A. C. Underwood, C. M. Freeman, F. L. Frazier, E. G. Flack, G. P. Doggett. R. K. Sorrell is one of the line men.

SPINDALE, N. C.

SEVERAL MILLS AND ALL GOING NICELY

Probably some day Forest City, Spindale and Rutherfordton will clasp hands for keeps. They run into each other now, almost.

Spindale is a pretty mill town and full of progressive people. They are skilled too in mercerizing, dyeing, bleaching and finishing of single cotton, pure silk and rayon yarns and a complete line of white, natural, and colored sewing thread; they make fine, convertible dress goods, shirtings and fine combed peeler yarns, do warp mercerizing, make full fashioned hosiery, fine gingham, fancy rayon dress goods and novelties.

SPENCER CORPORATION

A. F. Burgess, general superintendent, is a Northern man who will "fit in" and win friends; he was as kind and courteous to "Aunt Becky" as she could ask, and we liked him very much.

E. C. Kistler is carder; F. L. Cole, spinner; L. C. Finley, weaver—recently from Pomona Mills, Greensboro.

ELMORE CORPORATION

This does finishing. W. R. Wells is superintendent; D. A. Deviney, overseer winding and silk throwing—

pleasant gentleman, too. E. L. Simmons is dyer. Hicks Nanny in charge of thread department.

STONECUTTER MILL CO.

J. W. Bost is superintendent; J. H. Puckett, overseer weaving; L. H. Thomas, overseer warping, twisting and winding; J. H. Forrester, overseer slashing. It is always a treat to visit these good friends whom we have known for years. O. C. Smith is overseer the cloth room; Brown Willis, a very earnest young man, is dyer. H. W. Crenshaw, the pleasant and affable office manager. C. L. Pressley, master mechanic, was transferred here from the Cleghorn plant at Rutherfordton, to fill vacancy left by the death of J. D. Armstrong, which occurred about three months ago.

CHERRYVILLE, N. C.

HAS SEVERAL NICE MILLS—MOST OF THEM RUNNING.

It was hard to find the officials and superintendents, who were busy getting ready for increased business, but we did find Superintendent J. C. Farris, at Wildan Manufacturing Company. His mill was running five days a week and preparing to start night work.

J. A. Harris is day carder and spinner and J. A. Crenshaw, night carder and spinner.

This mill has 5,000 spindles and makes 60s to 80s combed yarns.

RHYNE-HOUSER MFG. CO.

This is really a beautiful mill, superintendent by Wm. McCloud. Some day when times get prosperous we hope to visit these people again. They are among our friends and always like good reading.

Carlton Yarn Mills and NuWay Spinning Company are superintended by W. B. Putnam.

Cherryville Mfg. Co. is superintended by Clayton Carpenter—a man with a fine large family. Mack Hayes is superintendent of Howell Mfg. Co.

MOORESVILLE, N. C.

MOORESVILLE COTTON MILLS—J. A. McFALLS ENJOYING HIS NEW JOB AND MAKING HIS MARK

To say that Mr. and Mrs. J. A. McFalls are terribly missed at Ranlo, is expressing it mildly. Both were very active in the religious and social life of Ranlo Manufacturing Company, where for several years Mr. McFalls has been superintendent and Mrs. McFalls community leader.

Now, as superintendent of Mooresville Cotton Mills, where he has a much larger field of service, we expect great things of this popular, wide-awake couple.

Mr. McFalls escorted "Uncle Hamp" and "Aunt Becky" over the several large manufacturing plants and when we reached the sewing and packing room where around 200 pretty girls work, I thought "Uncle Hamp" was going to "hang up his hat" for good. Land sakes, how that man does love pretty girls! I've never yet seen one who was proof against his sunny smile—and I want all the girls to like him a whole lot.

Talk about towels—we saw them running overhead from the cloth room through the mill and under a shelter outside and through pipes and rings to the bleaching room several hundred yards. We walked the distance and it seemed a mile. When the towels are bleached and dried, they take another overhead route a long distance to the sewing and packing room. Such lovely

towels, too—and we are the proud owners of a half dozen, presented by Mr. McFalls.

W. F. Summers is general overseer weaving and slashing and is assistant superintendent.

Mr. Hope is general overseer carding, spinning, spooling and warping. It is a big job, too, believe us. Fifteen cards have recently been added to No. 2.

Chas. W. Gunter, general overseer bleaching and dyeing, and his departments are truly and amazingly clean.

E. E. Edmiston, chief engineer and master mechanic, assisted by L. C. Edmiston. Blake Howard, chief electrician.

D. P. McNeely, in charge of towel and shipping room, where so many pretty girls work.

The products of these mills are towels, flannels and tapestry.

KINGS MOUNTAIN, N. C.

HAS TEN COTTON MILLS—TURNING OUT VARIED PRODUCTS.

Neisler Mills, Inc., are among the State's best and most interesting. It was our good fortune to meet the president, C. E. Neisler, Jr., who extended to us every courtesy we could ask.

There are three of these Mills—Margrace, Patricia and Pauline—with F. C. Roberts, superintendent.

J. C. Jolly is superintendent of carding and spinning; R. J. Wood, carder and spinner, and E. D. Finley, weaver, at Margrace. Patricia is just weaving with C. H. Moss, overseer; R. P. Sanders is overseer of warping, slashing and winding.

Gorgeously beautiful bedspreads and napkins are woven, finished and packed here ready for market. The cloth room and sewing room are both interesting to visit, with colors and lovely patterns that dazzle the eye. Jacquard work in rayon that looks exactly like real silk makes one stand spellbound to view such loveliness.

Pauline, across town and not far from the depot, does the same lovely work. And Oh Boy! We found Mr. and Mrs. A. A. Jolly here, two friends we've been looking for a long time. They used to be at Loray Mill, Gastonia, and were always ready at any time to extend every kindness to me in my work.

By the way, Mr. Jolly, we were so delighted to see you both again that we forgot to get your street or box number! Will address you at Kings Mountain, and am sure you will receive your mail O. K.

We are proud of all the new and renewal subscriptions at the Neisler Mills, and hope to meet these good people again.

LANCASTER, S. C.

Dear Aunt Becky:

We feel like we are living in the "Garden Spot of the World." The Lancaster Cotton Mills are among the largest in the South; therefore we feel that it is our duty to set a good example for the Southern textile mills. We have a beautiful community in which to live. The people of Lancaster have not seen much of the fellow we call "Old Man Depression." This mill has run three days this week and will run three days next week, after which we are expecting full time.

The house rent has just been reduced to half, and we have everything sanitary and convenient. We are grateful for the good management and consideration of the officials.

"A FELLOW WORKER."

CLASSIFIED ADS.

WANTED—Position as carder and spinner; 29 years' experience 3s to 80s waste, bleach or colors. Very best references, married, 43 years old. T. C. J., care Southern Textile Bulletin.

WANTED—Thoroughly experienced slasher man for pattern work. Wages 31 cents per hour. Wire or write Asheville Cotton Mills, Asheville, N. C.

BUSINESS OPPORTUNITY — Tapestry and Drapery plant located in South wishes to connect with a man who understands the manufacture of such goods, and who would interest himself financially on the right basis. B. O., care Southern Textile Bulletin.

FOR SALE

Two (2) Morton Beam Dyeing Machines complete with pump and air compressor. These Machines in first-class condition. Cocker Machine & Foundry Co., Gastonia, N. C.

WANTED—Position as superintendent or carder and spinner in medium or large carded yarn mill. MC. H. J., care Southern Textile Bulletin.

WANTED—Position by outstanding cloth room overseer. Young, educated; experienced on both grey and colored work, raw stock and piece dyed. Thoroughly capable; now employed; salary requirements reasonable. No job too large. Address R. C., care Southern Textile Bulletin.

READ THIS TWICE—Competent superintendent desires change. Now employed. Best of references, married, strictly sober, age 42. Familiar with sheeting drills, denim, stripes, rayon, jacquard work, etc. Expert cost man and production getter. All negotiations strictly confidential. Box 287, Greenville, S. C.

WANTED—Position as village and yard overseer, fully experienced in construction and village maintenance, now employed but desire to change. Can save you money in village maintenance. Address RX-602, care Southern Textile Bulletin.

Classified Rates

Set Regular "Want Ad" Style, without border or display lines—4c per word, each insertion.

Minimum charge, \$1.00. Terms—Cash with order

Set Display Style, with headings in larger type and border—\$3.00 per inch, one insertion.

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Plan Selective Selling

A committee of the manufacturers' associate membership of the Wholesale Dry Goods Institute has under consideration the development of a plan by which a group of manufacturers would enter into a co-operative experiment test the effectiveness of the principle of selective distribution which has been under discussion for several months by both mill men and jobbers. Details of the plan have been worked out to some extent, but are as yet in a stage where they cannot be made public. It is understood that the co-operation would include an effective tie-up of manufacturers producing varying lines of dry goods which are not competitive.

Some discussion of such an experiment took place when the steering committee met at the offices of the institute to talk over methods of procedure with reference to selective distribution. It is known that numerous mills and numerous wholesalers are ready to commit themselves to the selling scheme provided they can be assured elimination of certain specific obstacles in individual instances.

The meeting also brought out what was termed a very effective clarification of just what selective distribution is aimed at. Mel Daniel, of Standard Textile Products Company, is originator of the phrase. It is his opinion, in which other millmen concurred, that selective distribution provides for the manufacturer "continuity of distribution," in return for which the jobber is assured "elimination of excessive competition." In individual instances it will be necessary for the two parties involved to agree upon their own interpretation of both "continuity of distribution" and "elimination of excessive competition."

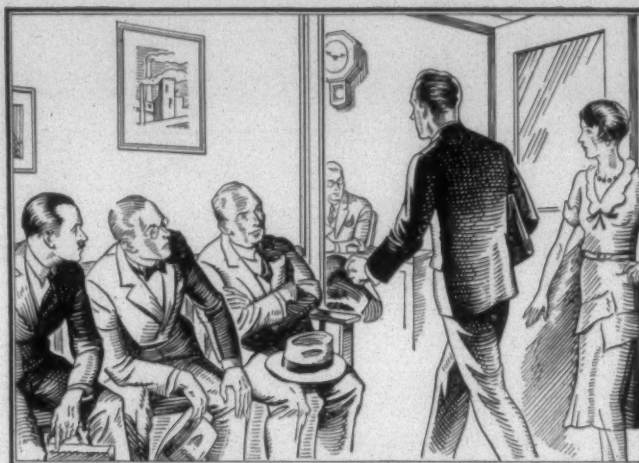
Viscose Co. Advances

Very Dull Yarn

The Viscose Company has announced that it had advanced quotations of its very dull yarns 5 cents a pound. This is in line with the prices for very dull viscose process yarns established last week by the du Pont Rayon Company. The Viscose Company in advancing prices at the start of last week had quoted bright, dull and very dull yarns at the same price, but will now charge 5 cents a pound more for all deniers in very dull luster than for the same numbers in bright or dull lusters.

Here are the Crucial Minutes

*... which the
business paper
helps to save*



"Mr. Smith," calls the secretary. The first of a line of waiting salesmen, hurriedly collecting hat and sample case, enters the buyer's office.

A ground-glass door closes behind him. The other men shift, recross their legs and settle down to wait their turn. It won't be long now.

And it won't! For the average time given to salesmen is brief—heart-breakingly brief, sometimes. In retail stores it varies between 4 minutes in department stores and 21 minutes in furniture stores, with an average for all lines of 12 minutes per interview. In industrial concerns it is scarcely longer.

Yet within those few minutes every actual sale must be consummated. Here, within the walls of one room, across one desk, and in the space of a few hundred seconds are focused the entire efforts of management, produc-

tion, advertising—to stand or fall on the result of personal salesmanship. Here are the crucial minutes when a man must sell.



THIS SYMBOL identifies an ABP paper... It stands for honest, known, paid circulation; straight-forward business methods, and editorial standards that insure reader interest... These are the factors that make a valuable advertising medium.

And because these selling minutes are so few, so precious, it is important to save them for actual selling, to free the hands of salesmen for the important work which can only be done face to face with the buyer.

It is here that the business paper is of untold value to the manufacturer. For it reaches in advance the man behind the ground-glass door. In its pages can be said beforehand everything that must be said as a preliminary to effective personal selling; to get introductions and explanations out of the way; to create friendships and reputations; to clear the decks for two-fisted selling.

Because the business paper of today deals so authoritatively and constructively with the problems of its industry, profession or trade, it not only passes through the ground-glass door, but it is read, thoroughly and attentively, by the man who constitutes the manufacturer's most important single objective. His interest makes the business paper the key to saving crucial selling minutes.

This publication is a member of the Associated Business Papers, Inc. ... a cooperative, non-profit organization of leading publications in the industrial, professional and merchandising fields, mutually pledged to uphold the highest editorial, journalistic and advertising standards.

+ + + + +

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When the above claim was made by a Southern mill to our agent, we were as skeptical as you would be. But after conclusive checking of the facts, we found that this South Carolina print cloth mill installed 30,000 DIAMOND FINISH Rings in 1922, ran them not only days but also nights up to last year—and is still running them on the original flange, the equivalent of 20 years normal day running. For rings that combine correct design with extra long life, specify DIAMOND FINISH.

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